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JULY 12, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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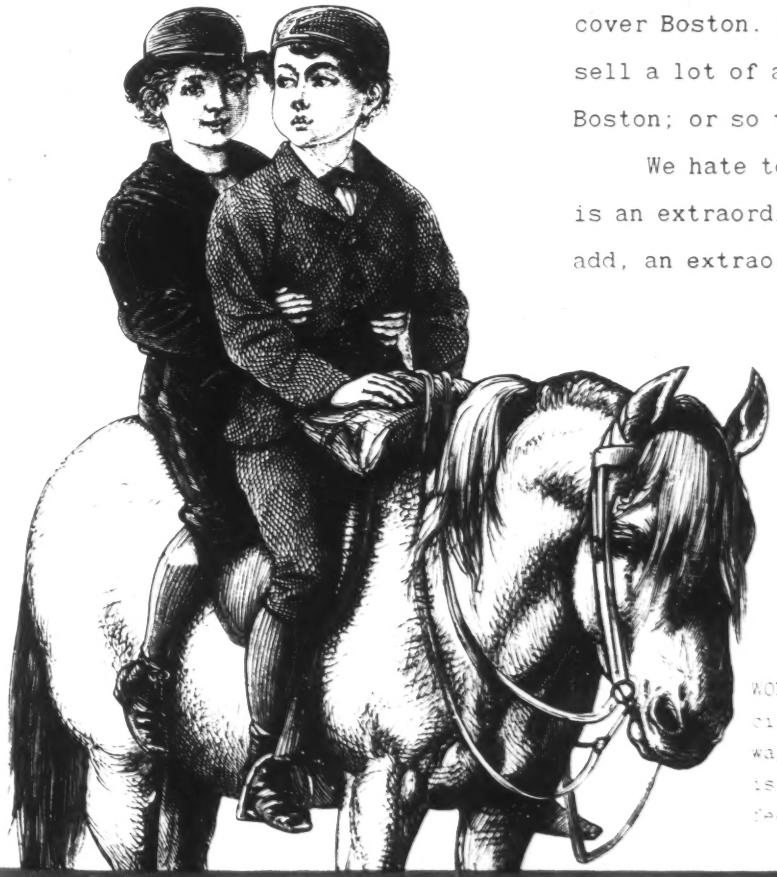
WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.



our address is—

WOR

—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

XUM

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BLUE NETWO

The PRAIRIE FARMER STATION

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JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWE

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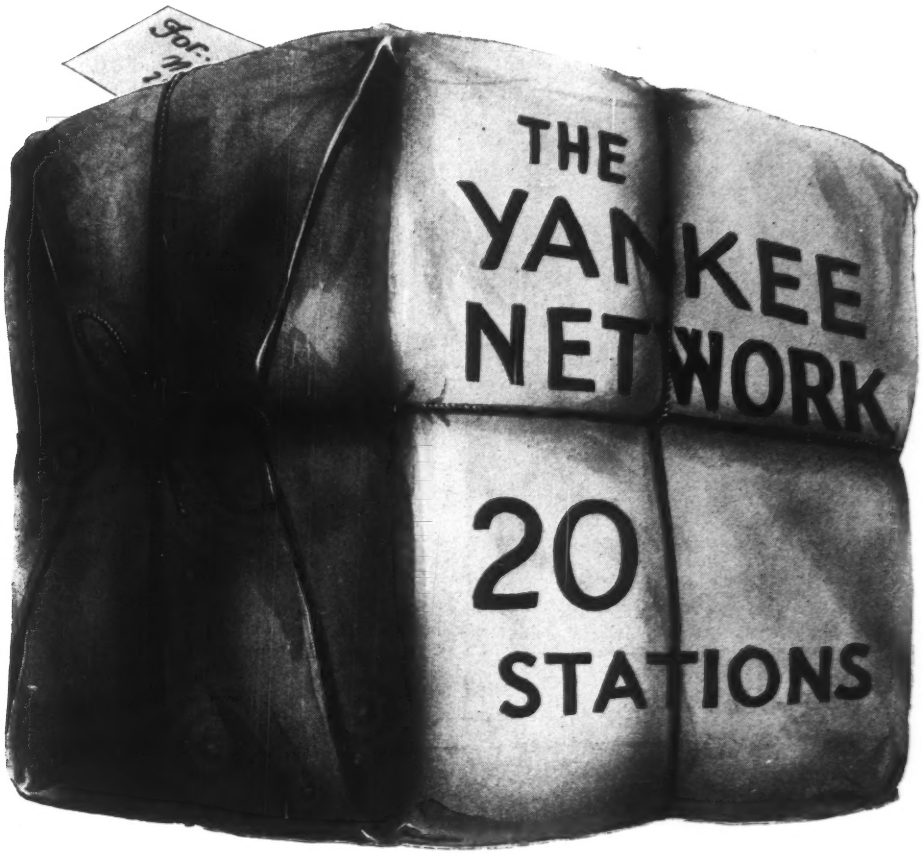

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is the most
economical
buy
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KFAB
is a
must!

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SOL TAISHOFF
Editor and General Manager

MARTIN CODEL
Publisher (on leave with Red Cross)

Maury Long, Advertising Manager

J. Frank Beatty, Managing Editor
Wallace F. Janssen, News Editor
Bernard Platt, Circulation Manager
Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Avenue, Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. Los Angeles, Western Pacific Bldg.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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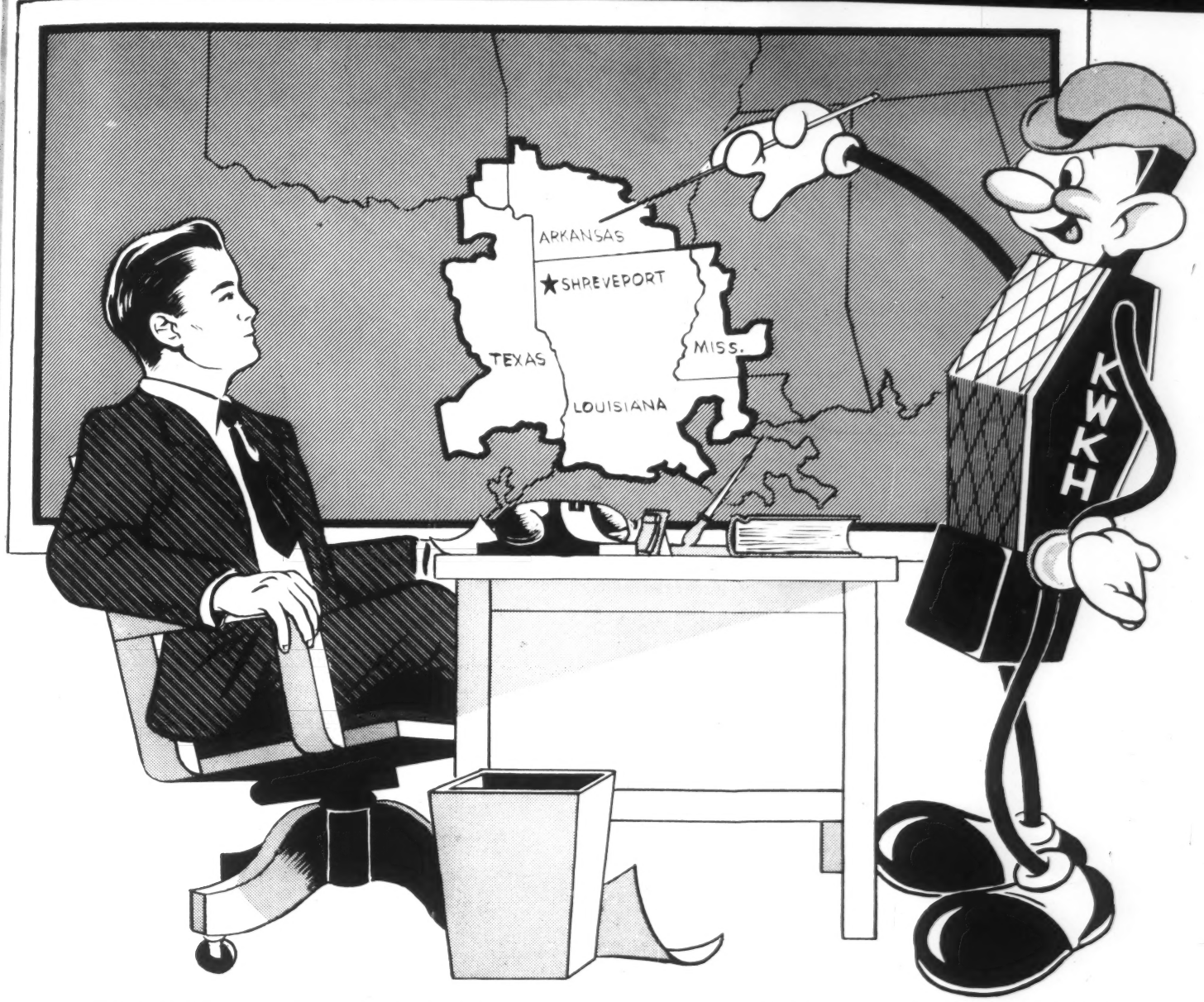

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● This is the area that year after year has shown gains far above national average in population and spendable income. It is one of the few areas classified by Assistant Director, Bureau of Census, as "having excellent prospects of retaining wartime growth." CBS sets net daytime circulation at 313,000 radio homes, net nighttime at 425,000. Ask the Branham Company today for further details about this area and how you can get maximum coverage with 50,000 Watts KWKH.

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CBS 50,000 WATTS

KWKH

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SHREVEPORT, LOUISIANA

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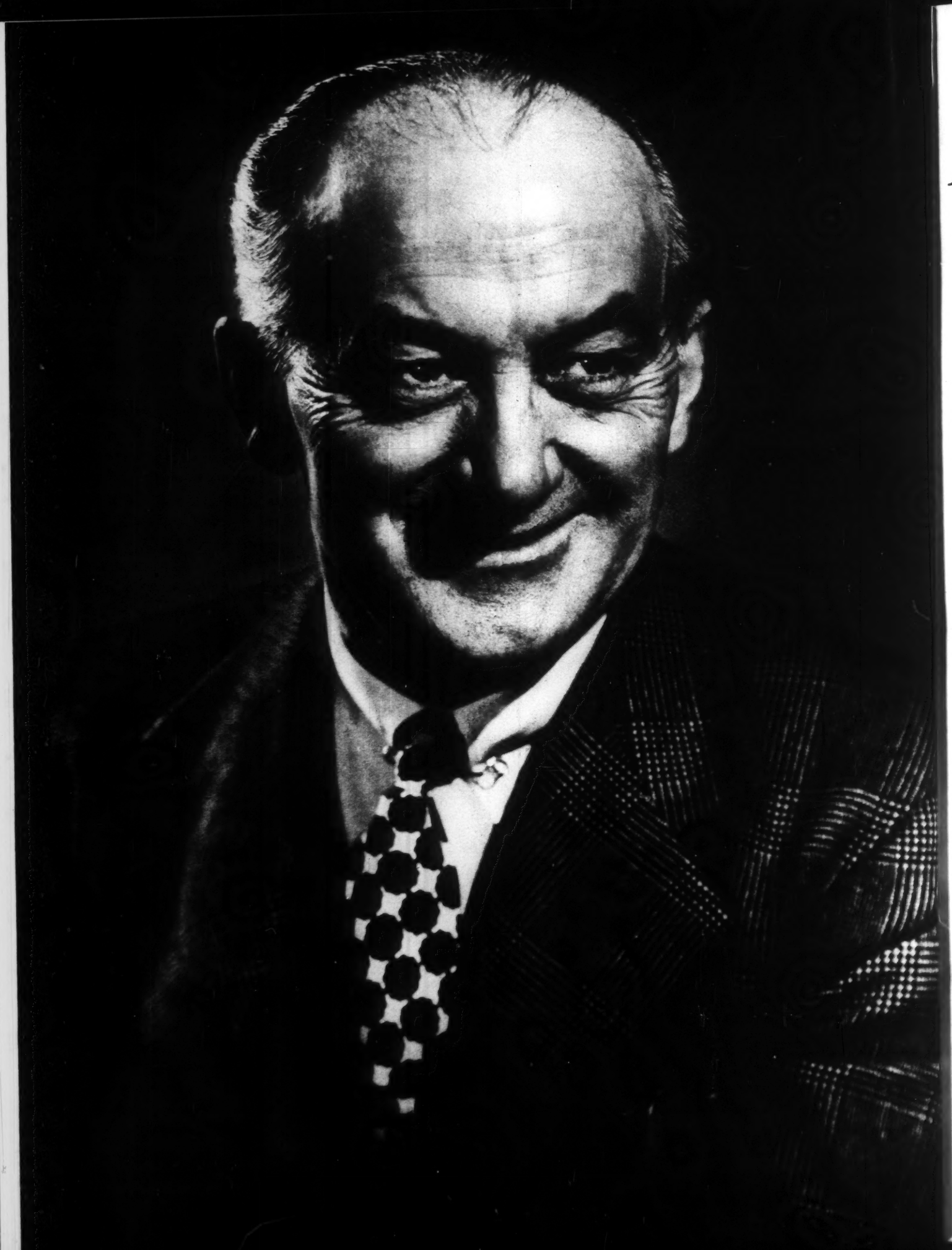


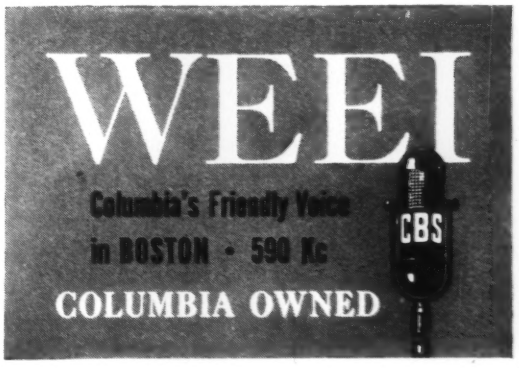
Microphones are easier on the feet...

Carl Moore's infectious good nature had sold cash registers...peddled canned goods ...plugged sheet music...and made things lively in a creamery. His work was tough on his feet. They began to bother him so he tried radio—figuring that microphones are easier on the feet. WEEI watched his progress—signed him exclusively five years ago. They put him on at 7:00 A.M. and he clicked. He went on again at 8:30 in the morning with a new show—the "Coffee Club." On it Carl and Company ad lib merrily along for twenty-five minutes . . . music, chatter, song, nonsense — without rules and practically without script.

Today, the Coffee Club's early-morning antics have become an indispensable start of the new England day. *So much so, that all through WEEI-land, one-third of all listening families tune to the program*—and family No. 1 probably tells No. 2 and No. 3 about what Carl said this morning. (That's a good reason why you should ask *now* about participating sponsorships. They are available.)

Carl Moore's humor spread beyond New England. CBS put him on the network once, to fill a morning spot. Again, he clicked. And now the "Coffee Club" is fed to the complete CBS network coast-to-coast three times a week.

Once again a WEEI *program's* success story underscores the WEEI *station* success story...the story of why WEEI has, for so long, been Columbia's *Friendly* Voice in Boston.



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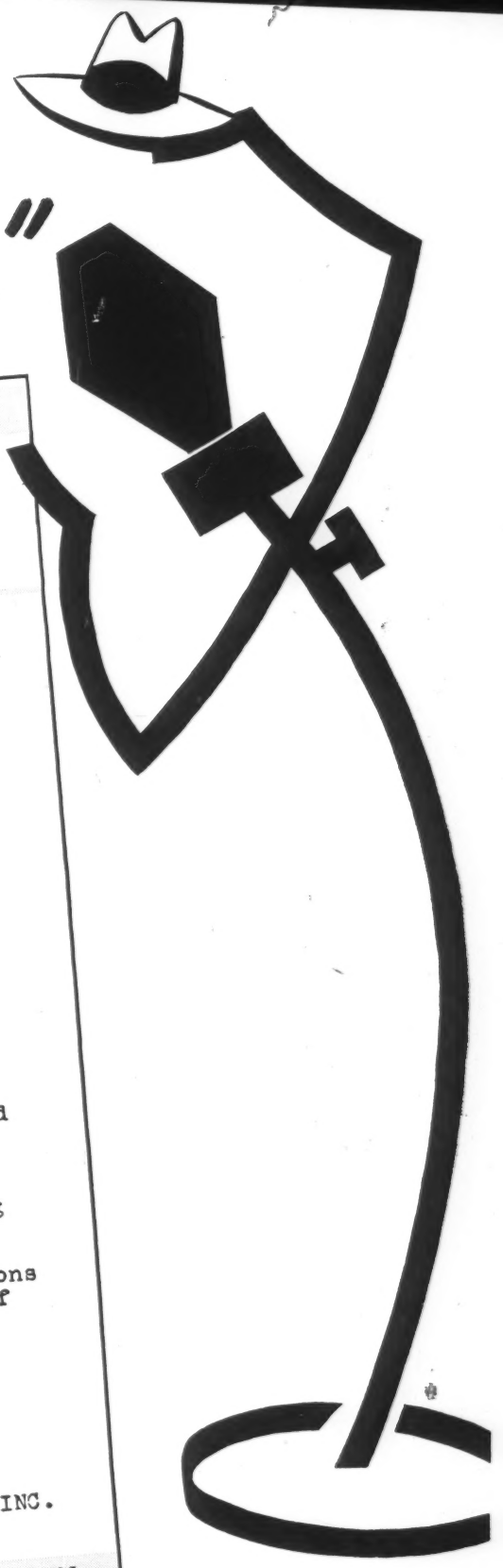
"Our hat is off to United Press"



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NEW BERN, NORTH CAROLINA

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"WE HELP INDUSTRY THRIVE"

June 21
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United Press Associations
Daily News Building
New York City

Dear Mr. Rundle:

Our hat is off to United Press, whose up-to-the-minute news dispatches and splendid, timely features make it possible for us to give our listeners what I believe to be the finest news service obtainable at any price.

At the present time we are regularly scheduling 124 United Press newscasts and features weekly. This total expresses better than words the confidence and respect manifested in your service by our sponsors and listeners alike. It is probably because of United Press leadership that many of our sponsors have maintained uninterrupted schedules since going on the air in April of 1942.

We are indeed proud to be among the nation's stations to give our listeners "The World's Best Coverage of the World's Biggest News" every hour -- everyday.

Yours cordially,
Louis N. Howard
Louis N. Howard
President
THE COASTAL BROADCASTING COMPANY, INC.

lnh/jm

DEDICATED TO THE SERVICE OF NEW BERN AND EASTERN CAROLINA

UNITED PRESS

FOREMOST BECAUSE IT OFFERS MOST

How to Talk Like a Cow from ANYWHERE!

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But as Charles F. Kettering so aptly said, "Man is so constituted as to see what is wrong with a new thing—not what is right. To verify this, you have but to submit a new idea to a committee. They will obliterate 90 percent of rightness for the sake of 10 percent wrongness. The possibilities a new idea opens up are not visualized because not one man in 1000 has imagination."

If *you* have gotten kind of excited about Sonovox, but are up against a situation where 10% wrongness has got you stymied, we'd like to arrange an audition of various Sonovox ideas which are now producing outstanding *results* on the air. One of them might give you an idea. Just contact any of the offices below.

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"Talking and Singing Sound"

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Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

BROADCASTING
and
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Vol. 25, No. 2 WASHINGTON, D. C., JULY 12, 1943 $5.00 A YEAR—15c A COPY

High Politics Involved In Cox Probe

President Puts Ban On Data; Fly Testifies

By SOL TAISHOFF

ELEVATION of the House committee inquiry on the FCC into the stratosphere of high political conflict was bared last Friday with the disclosure that President Roosevelt himself had interceded to prevent the Army, Navy and Bureau of the Budget from supplying the Cox committee with data requested to support the claim that the commission was operating contrary to the war interest.

On the following day—Saturday—the Committee loosed its second earth-shaking blast against James Lawrence Fly, as chairman of the Board of War Communications, through release of Navy memoranda purporting to lay at Mr. Fly's doorstep at least implied partial responsibility for the Pearl Harbor disaster. A second document released tended to show that the Army, as well as the Navy, strongly opposed Mr. Fly's methods both as chairman of BWC and of the FCC.

Tussels With Garey

At the Friday session, Chairman Fly took the witness stand for the first time and locked horns with Eugene L. Garey, general counsel of the Cox committee, practically from the start. Mr. Fly refused to comply with the Committee's subpoena for production of all files and documents relating to the "secret" investigation by the BWC of Neville Miller, president of the NAB, for purported "breach of trust" in releasing "confidential" information through NAB to the broadcasting industry.

Mr. Garey brought out that Mr. Miller had been "exonerated" of the charges. However the BWC chairman, who said he appeared only in that capacity and not as head of the FCC, held he was bound by full BWC instructions that release of this data would "adversely affect the national security or injure the national prestige."

During the two-hour examination of Mr. Fly, the name of F. M. Russell, NBC Washington vice-president, was brought into the proceedings, with the Committee counsel seeking to ascertain whether the BWC charges against President Miller were not based on a letter of complaint from Mr. Russell, as a member of the Domestic Broadcast Committee of BWC, and whether the whole matter did not have its beginnings with the controversy between Mr. Fly and Mr. Miller, which started in St. Louis in 1941. Several times Chairman Cox (D-Ga.) admonished Mr. Fly not to make a "speech before the Committee."

After the rather stormy three-hour session, the Committee recessed "at the call of the chair." It was expected no hearings would be held this week, because of the anticipated absence from Washington of Reps. Hart (D-N. J.) and Wigglesworth (R-Mass.). Moreover, Rep. Magnuson (D-Wash.) left the preceding week for home, presumably to be gone until Congress reconvenes Sept. 14. Chairman Cox, however, said it was planned to hold a hearing during the week of July 19, but no indication was given as to what witnesses would be called. Mr. Fly's appearance was regarded as preliminary, having to do only with the Neville Miller matter.

Summer Plans

Despite the efforts to block the inquiry, it was evident that the five-man committee proposed to proceed intermittently during the summer. It was clear that the Committee would seek to substantiate the more than 50 charges against the FCC, even though Army and Navy officers will not be called upon to testify, at this time in any event. Most of the evidence, it was stated, already is in the Committee's hands, through private hearings held during the last five months.

Prior to Mr. Fly's testimony, Budget Director Harold D. Smith, first witness before the Committee, declined to make available Budget Bureau files dealing with recommendations by the Army and Navy that the Radio Intelligence Division of the FCC, by executive order, be transferred to the military. Mr. Smith said he had been directed by the President not to make the Bureau files available and asserted he also understood that the records requested had been removed to the White House during his absence from the capital. He was dismissed with the understanding that he would take up with his counsel the question of whether he would produce the documents requested by the committee in executive, rather than open session.

For other Cox Committee stories, see pages 12, 20, 46, 58.

'Wreck' Charge

These new developments came last Friday and Saturday, following charges by Chairman Fly that the committee had joined forces with the military and the "radio monopoly" to "wreck" the Commission. In one responsible quarter it was reported that Mr. Fly had been told pointedly on highest authority that any further attacks of that nature might result in further changes on the FCC. The George H. Payne episode, which saw recall of his reappointment by President Roosevelt July 1—within 24 hours of the nomi-

Fly Ouster From BWC Urged In 1942

Cox Committee Reveals Navy Efforts to Have Him Removed

DISCLOSURE that as far back as May, 1942, high naval officers sought the removal of James Lawrence Fly as chairman of the Defense Communications Board (now the Board of War Communications) because the functioning of that Board has been unsatisfactory to the Department "to the extent that it believes the successful prosecution of the war is being jeopardized thereby" was made by the House Select Committee investigating the FFC Saturday.

A memorandum, dated May 14, listing 13 reasons for the recommendation that the Chairman of the FCC should not serve as chairman of BWC, was placed in the record by Eugene L. Garey, chief counsel for the Committee, on Saturday. Permission to place this and a second document from the War Department in the record was obtained by Mr. Garey at the Friday open hearing of the Committee.

The Navy memorandum, Mr. Garey said, was written by Rear Admiral S. O. Hooper, often called the "Father of Navy Radio" who retired last March. Admiral Hooper was formerly director of the Office of Naval Communications, and has held practically every responsible position in the Navy dealing with Communications.

The Army document, authorship of which was not revealed, substantiated contentions that the FCC, and particularly Chairman Fly, have acted "perversely, to acquire power or against the interests of other government departments".

Among these items cited were FCC penetration into radio intelligence and direction-finding; refusal to collaborate with government departments on the international merger recommendations; "the insidious steps" by which Mr. Fly injected himself into the Army-Navy plan for control of communications in wartime emerging with the BWC which he and his organization dominate; difficulty in making wartime arrangements for military communication facilities, through BWC as opposed to direct action, due to FCC domination; attempts of FCC to obtain domination and control of Interdepartment Radio Advisory Committee; refusal of Fly to transmit the new IRAC constitution to the President without comment; Mr. Fly's disposition to speak for the Army and

(*Continued on page 60*)

XUM

Will Jimmy Get Away With It Again? . . . *An Editorial*

THE WAR Labor Board, created by Congress to adjust labor disputes which interfere with the all-out war effort, has before it an open-shut case.

AFM Czar James Caesar Petrillo, who has brandished more power than any other labor leader of our day, has decided to kill the transcription industry by refusing to have his 148,000 members make recordings. He has decreed this, after an eleven-month strike because he has discovered that only "peanuts" are involved—that even if the union took the total gross income of the transcription companies it would amount to only $4,000,000 a year.

So Jimmy isn't interested in peanuts. What he wants to do is "get at the radio stations who sell the records to the advertisers", to use his words. He and his attorney insist that the musicians aren't on strike—that they have simply quit.

The plain facts are these: Petrillo called the strike on Aug. 1, 1942, in the hope of collecting substantial additional tribute from radio. He used the phoney issue of unemployment relief, which he now seems to have dropped. He has found there isn't enough revenue in the transcription end for the trouble. Besides he has some face-saving to do.

If the snuffing out of the transcription industry were the only result of the tyrannical Petrillo edict, it would be bad enough. But many independent broadcast stations, with no network affiliations, are entirely dependent upon transcription libraries and commercial recordings. The Government is using them extensively for war effort programs.

Are these stations necessary in the war effort? Every Government official in any wise identified with dissemination of war information will attest to their indispensable value. Without transcriptions many such stations will be forced to give up the ghost. They can't muster sufficient local talent to do the job.

Stripped of high-sounding legal aspects, Petrillo has called a strike. Judge John P. Barne in the Federal District Court in Chicago la fall, held that a "labor dispute" was involv in dismissing the Government anti-trust su against AFM's recording ban. Such figures Elmer Davis, chief of OWI, and James La rence Fly, FCC head, have cited the inju that would be done the war effort if smal stations were not permitted to continue.

All the facts are before WLB. It can or the musicians back to work on recordings, a take jurisdiction. If it doesn't, after the Jo L. Lewis episode, public confidence in that bo will die completely.

Just as Congress closed last Thursday, Se ator Tunnell (D. Del.) introduced a bill outlaw any future transcription-record strikes, and prevent boycotts of the kind Petrillo has invoked. It's too late for Cong to act now. But we wager that if the Wh doesn't act, that legislation will pass when Congress reconvenes in September.

Appointment to FCC Vacancy Not Expected in Near Future

"WHAT happened to Payne" was still a prime topic of radio conversation last week, vieing with the House Select Committee investigation of the FCC.

While there was plenty of gossip, rumor and guessing about the Payne incident, which saw his reappointment at the eleventh hour on June 30 by President Roosevelt, only to be withdrawn the following day, there still was no semblance of official explanation.

One thing appeared certain, however, and that was that the President has no immediate intention about filing the vacancy.

The President told a press conference Friday he had read several guesses about the Payne withdrawal, but all had ben wrong. He withheld the reason for his action.

Wheeler Leaves Town

Adding credence to the report that the vacancy won't be filled for the present, was the departure from Washington last Wednesday until Labor Day of Chairman Wheeler of the Senate Interstate Commerce Committee. His committee considers appointments to the FCC. No meetings are contemplated until after the recess, though one could be called on an absentee or poll basis.

Thus, while a number of names are mentioned for the FCC post, it appeared likely the Commission would have to hobble along, as best it can, with six members. With the Cox inquiry under way, however, it was considered a good guess that the Commission will make no attempt to decide a single controversial issue—unless the Cox committee decides to recess along with the anticipated summer adjournment of Congress. The last word on that was that the committee would continue its hearings, irrespective of the Congressional recess.

There appears to be agreement on only one point regarding the Payne nomination and withdrawal—that something slipped in the

(*Continued on page 64*)

nation—was linked with the Congressional inquiry.

Disclosure that the President had directed the War and Navy Departments to refuse documents requested by the Cox committee brought from Chairman Cox, following the session Friday, an official statement on behalf of the committee. Because of the "fundamental issues raised", Judge Cox said he thought the committee should make its position clear. He said the committee for the time being would not "press this incident at this time" and would not require the appearance of some 25 Army and Navy officers called to testify, or press for the memoranda or records called from these departments. But he made it clear that "as to all other departments and agencies, the committee takes no such position."

Previously, in response to questions from the committee, General Counsel Garey had stated that from the start the committee had exercised extreme care against revelation of "secret information". The committee's preliminary investigations, he declared, indicated that "it is very much in the public interest" to develop information of the nature placed in the record.

'Creature of Congress'

Taking issue with the action of the President in refusing the documents to the committee, Mr. Garey asserted he felt sure that if the President had been "aware" of the facts involved, he would not have issued the instructions.

The committee counsel declared that the inquiry goes far beyond the FCC and that, contrary to the position taken, it is in he public interest to get all the facts in the goal toward drafting of equitable legislation. He alluded to the FCC as a "creature of Congress" which performs legislative functions the Congress itself cannot undertake. The Congress, he said, had ordered the committee to give an "accounting of the stewardship of the FCC" and he knew of no laws which prevented it from pursuing that course.

The most sensational document was the incorporation in the record by Mr. Garey on Saturday, with the permission of the committee procured at the Friday session, of a memorandum written by Rear Adm. S. C. Hooper, who retired last March, to the Secretary of the Navy on May 14, 1942, reciting 13 reasons why the department conit undesirable to have the chairmanship of BWC vested ex-officio in the chairman of the FCC.

In procuring the committee's permission, Mr. Garey said he had planned to have Adm. Hooper appear as a witness and that although he wished to testify, the admiral had been directed not to make an appearance by Naval officials. Admiral Hooper, Mr. Garey added, had said he would be glad to appear, but that he would be subject to military discipline, despite his retired status.

Similarly, Mr. Garey asserted that the Army officer who had written the memorandum holding that Chairman Fly had acted "perversely" and against the best interests of the military could not be called, in view of the War Dept. position against testimony by its officers.

The Hooper memorandum that BWC had failed to take action on recommendations certain committee members believed to be "disloyal" to United States. It charged fur that Mr. Fly had devoted too m time and energy of the Com sion to "trust-busting" and i number of ways had acted trary to what the Navy rega as the best interests of the ernment.

The two Hooper charges a ing to Pearl Harbor were:

"The Chairman of the DCB posed legislation permitting w tapping which would have

(*Continued on page 53*)

'WALL STREET LAWYERS' Fly and Garey Swap Quips At House Probe

APPEARANCE OF FCC-B Chairman James Lawrence before the House Investigat Committee last Friday was without its lighter moments, spite the known animosities isting between Mr. Fly, Comm tee Chairman E. E. Cox (D-G and Committee General Cou Eugene L. Garey, to whom FCC head has repeatedly refer as a "Wall Street lawyer" "mouthpiece".

When Mr. Fly was called to stand, he reached out for Garey's hand. Mr. Garey said would refer to Fly as "Mr." rat than "Mr. Chairman", to a confusion with Chairman Cox. Fly rejoined he had been called lot of things". Mr. Garey said didn't want it to be regarded a "demotion" and that this "from one Wall Street lawyer another". In reading into the r ord Mr. Fly's biography in *Who in America*, Mr. Garey two former connections of Mr. with large New York Wall St law firms.

WLB Considers AFM's Right to Quit

Decision to Settle If "Death Sentence" Is a Strike

AFM PRESIDENT Petrillo's "strike" against transcription companies was argued for three and one-half hours before the National War Labor Board in Washington last Friday, and the fate of the ban on recordings is now under consideration. The decision on the issue is expected within a few days.

The Board is expected to take one of three possible courses in the case. It can accept jurisdiction and order further hearings to determine the merits; it can refuse jurisdiction, or it can immediately order Mr. Petrillo to allow the musicians to resume the making of transcriptions.

The hearings last Friday were to settle the Board's jurisdiction in the transcription "strike", with AFM attorney Joseph A. Padway insisting that the board had no power to act. A. Walter Socolow, representing seven transcription firms, insisted that the Petrillo ban was in fact a strike harmful to the war effort.

'We Quit'—Padway

The AFM case was predicated on Mr. Padway's assertion that no employer-employee relationship existed since the expiration of the transcribers' licenses on July 31, 1942. In any event Mr. Padway held the situation did not hinder the war effort.

The AFM attorney told the board that the Petrillo union would never again provide mechanical music and he said that even if it were ordered back to work the union would be obliged to test the WLB's jurisdiction in the courts. The simple matter is, Mr. Padway said, "we quit."

In summarizing his case Mr. Padway said the issue resolved to this: "First have we quit our jobs and second have we the right to quit our jobs?

"We will give all the music in the world," he said, "but we will not give it on mechanical devices. If that is the way these people want the music, we are through and we will never again make transcriptions."

For the transcription companies Mr. Socolow told the Board that the very future of the War Labor Board and the no-strike pledge was at stake in this case. "Mr. Padway," he said, " has said that the unions are challenging the jurisdiction of the Board. If he succeeds in doing this all the WLB stands for will be threatened."

The attorney for the transcribers recited the difficulties of his clients in dealing with the Petrillo union. He said the union has shifted its position constantly through the controversy and he challenged Mr. Padway to tell whether the AFM would abandon its jurisdiction in the transcription field.

Following up Mr. Socolow's question, industry member Almon Roth pointedly asked Mr. Petrillo if the AFM would object if other musicians made records. Mr. Padway was quick to reply that AFM refuses ever again to make a transcription and will use "all lawful pressure" to induce others not to do the work. Mr. James Caesar Petrillo himself took an active part in the hearings which lasted two and one-half hours in the morning and another hour in the afternoon. It was Mr. Petrillo who quite succinctly told the Board "the party is over, we quit," a sentiment echoed throughout the hearings by the AFM counsel.

In the afternoon session, Mr. Petrillo locked horns with industry member Roth, who attempted to determine the position of the AFM "strike." Mr. Roth pointed out that only 272 of 900 radio stations employed musicians, the remainder had never had any on their staffs. He said, "What you are fighting for is additional employment. You are fighting for potential employment, employment that you never had."

Mr. Petrillo admitted that over 160 stations were in "neutral territories," areas over which no AFM local has jurisdiction. He promised the union would remedy that situation by Labor Day.

In the course of the hearings, it was revealed by AFM testimony, and by the statements of Mr. Socolow that in truth the Petrillo union was not interested in making peace wih the recording firms. Repeatedly, Mr. Padway told the board, "we have quit our jobs. If you issue any order, you will be ordering us to take up new employment."

See story of press reaction on page 26

Trimmed Sails

Mr. Socolow, in the course of his talk before the board, recounted in detail the relations of the transcribers with the union. He maintained that "the union trimmed its sails with every tide," recounting how it had one story for the Federal Court in Chicago, a second for the Senate hearings and still a third for the War Labor Board.

In the course of negotiations from Feb. 11 until May 13, he said, he had held some hope. But finally, he told the board, Mr. Petrillo told the transcription firms that "they were small peanuts," and said he wasn't interested in them. "What Mr. Petrillo wanted," Mr. Socolow said, "was to control distribution of our product, and we couldn't allow that

(*Continued on Page 62*)

N. Y. STATIONS PLAN TRADE PAPER DRIVE

PLANS for a cooperative trade paper advertising campaign to be underwritten jointly by New York radio stations were discussed at a meeting of station sales promotion men, held at WOR Friday afternoon. Group was called together by Joe Creamer, promotion manager of WOR, following a meeting of station managers held June 29 at which time the joint campaign to promote the New York market was decided upon.

Promotion men agreed to collect research data on file at each station and to meet again at WOR next Friday to make more definite plans. Meeting was attended by Mr. Creamer and Miss Adelson of WOR; Robert Hutton, WJZ; Jules Dundes, WABC; Hartley Samuels, WOV; Ed Salisbury, WEAF; William Carley, WINS; Lucy Towle, YMCA, and Herb Chason, WHN.

Decca Buys WBS, Pioneer Transcriber

P. L. Deutsch Continues As President, With 5-Year Contract

DECCA RECORDS INC. has acquired all outstanding stock, common and preferred, of World Broadcasting System, pioneer transcription company, it was announced last week. Decca also announced that "the existing management group of WBS, with Mr. P. L. Deutsch as president, will continue to function." No details of the transaction were forthcoming, nor would Decca executives discuss future operating plans for the transcription company. Mr. Deutsch has accepted a five-year contract to remain as president and operating head of the company.

Purchase of WBS gives Decca for the first time a transcription affiliation similar to that of the other two major producers of phonograph records: RCA Victor, associated through its parent organization with NBC'S radio-recording division, and Columbia Recording Corp., a subsidiary of CBS, which has both a phonograph record and a transcription division. The Decca-World setup, however, has no radio connection such as those of the other two recording companies.

One of the first recording executives to enter the field of making transcriptions exclusively for broadcast use, Mr. Deutsch in 1929 formed WBS and Sound Studios, which were later merged and operated as a single organization. In 1931 the vertical cutting method developed by Electrical Research Products Inc. (now Electrical Products Division of Western Electric Co.) was adopted by WBS under a leasing arrangement, and in 1936 the company was reorganized with ERPI holding all of the World preferred stock (3,000 shares at a par value of $100 per share) and 5,845 shares (about 18 per cent) of the common stock. These details were made public in testimony given at the transcription phase of the FCC's network inquiry hearings in 1939 [BROADCASTING, April 15, 1939]. These ERPI holdings have now been transferred to Decca records along with the remainder of the WBS stock, which has been acquired 100 per cent by the phonograph record company.

MR. DEUTSCH

WBS physical properties include recording studios in New York, Chicago and Hollywood, and a pressing plant in New York. Its library service has approximately 300 station subscribers. Company is also active in the commercial transcription field, producing announcements and non-musical programs for advertisers and also recording programs for the Treasury Dept. and other government agencies.

Reports of the impending sale of WBS have recurred from time to time during the past four years, since the last minute breakdown in negotiations between WBS and CBS, which had planned to merge WBS with the American Record Co. (now Columbia Recording Corp.) which CBS had acquired in January, 1939. Inability to reach an agreement with ERPI over licensing and cross-licensing of the vertical recording process was reported as the stumbling block which prevented the sale of World to CBS at that time.

New Senate Bill Specifically Outlaws Petrillo Disc Strike

Forbids Acts For Purpose of Preventing Disc Manufacture, or Use, For Radio Transmission

PROVOKED by the "death sentence" edict of AFM President James C. Petrillo, Senator Tunnell (D.-Del.) introduced in the Senate at the closing session last Thursday a bill (S. 1332) to outlaw strikes against the manufacture of electrical transcriptions. Senator Tunnell is a member of the Senate Interstate Commerce subcommittee which held hearings on the Petrillo recording ban.

The measure, referred to the Judiciary Committee, must await reconvening of Congress September 14, unless the recess is shortened by a special call. The subcommittee, after holding hearings last January at which Petrillo and Joseph Padway appeared, recessed pending a commitment by the union officials that negotiations would be held looking toward amicable settlement of the ban.

Text of Bill

With the Petrillo pronouncement of July 1 that he would not authorize the making of electrical transcriptions at all, and the reference of the matter to the War Labor Board, Senator Tunnell decided on the introduction of his measure.

The measure provides:

"That from and after the date of enactment of this Act, it shall be unlawful for any person, for the purpose of preventing the manufacture or production of records for radio transcription, whether made of wood, wax, metal, or any other material, to counsel, persuade, direct, induce, threaten or compel either singly or through conspiracies any employee or employees or prospective employee or employees from working to produce or manufacture such records for transcription. Further, it shall be unlawful for any person to threaten or compel radio-broadcasting stations or other broadcasters to refrain from the use of radio-transcription records because of objection to the manner in which such records were manufactured or produced, or because the same were not produced by particular persons or organizations. Any person convicted of a violation of any of the provisions of this Act shall be deemed guilty of a felony, and shall be punishable by fine of not more than $5,000 or imprisonment for not more than five years, or both fine and imprisonment in the discretion of the court."

ATLANTIC PLANNING FOOTBALL IN FALL

ATLANTIC REFINING Co., Philadelphia, has given N. W. Ayer Agency, Philadelphia, the "go-ahead" signal to line up the Eastern collegiate football games for sponsorship next season.

While some colleges have still not decided whether or not to engage in inter-collegiate football next season, Wally Orr, Ayer account executive, said the schedule and budget will remain substantially the same as last year. Mr. Orr said that he hoped to have the full schedule of colleges and stations complete by the end of the month.

Join Blue Staff

ARNOLD MICHAELIS, formerly radio producer at Biow Co., New York, and Alexander Leftwich Jr., former stage director for Max Reinhardt and Billy Rose, have joined the production staff of the BLUE. Mr. Michaelis was previously with CBS as a producer. Mr. Leftwich at one time was program manager of WOV, New York.

Dr. Legear Plans

DR. LEGEAR MEDICINE Co., St. Louis (poultry and livestock remedies), plans a 35-station campaign of quarter-hour programs from three to six times weekly for 26 weeks beginning Oct. 1. Agency is Simmonds & Simmonds, Chicago.

IS IT A CONTEST?

Stations Report Constancy of News Sponsors

RECORDS keep crashing around BROADCASTING since publication of the claim of Fowler Brothers Co., Knoxville, to have made a local or perhaps a national record in broadcasting world news events on 1,900 consecutive days, over WNOX. The station's reproduction of the furniture company's ad caught the eye of Ed Hinkle, merchandising-promotion manager of WMBD, Peoria, who checked station records to discover that the Cohen Furniture Co. of that city had a record of 4,380 consecutive broadcasting days. Then along came E. H. McGuire, commercial manager of CFCN, Calgary, Canada, reporting that on June 30 they aired the 7,415th edition of their *Quarter Page* sponsored newscast, over a period of 3,011 consecutive days. Any more contenders?

Folger Change

J. A. FOLGER & Co., San Francisco (coffee), is replacing its regular show *Judy & Jane* during the summer months with a quarter-hour five-a-week quiz program titled *Tell Me Why* on 10 midwest stations. *Judy & Jane* will return to the air Sept. 17. The agency is Grant Adv., Chicago.

COMPETITION WAS FRIENDLY when Mary Little, radio editor of t*Des Moines Register & Tribune* (KSO, KRNT), was inducted into tmythical Sacred Stars of the Milky Way lodge formed by Victor RodGook, of Vic & Sade, heard five times a week on NBC, in ceremony hat studios of WHO, Des Moines. Miss Little was annointed as a Sbrother. Attendants were (l to r): Harold Fair, WHO program direcand Exalted Handle of the Exalted Big Dipper; Miss Little; Jack Krigan, WHO production manager; Kenny Houchins, WHO staff musiconductor; Woody Woods, WHO publicity director, all officers of the lod

NEW MANAGERS NAMED FOR WGST

NEW managers of WGST, Atlanta, are John Fulton and Frank Gaither, it was revealed in a further amendment to the station's application for license renewal filed June 28 with the FCC. Named "associate managers" by the board of regents of Georgia School of Technology, licensee of WGST, they succeed Clarence H. Calhoun, manager under the regime of Southern Broadcasting Stations, owned by Mr. Calhoun and Sam Pickard, ex-radio commissioner and former CBS vice-president [BROADCASTING, March 29].

Mr. Fulton joined the station in 1935 as a writer and announcer and was made program director in 1937. He will continue as program director in addition to his new duties. Although Mr. Gaither's former duties and affiliation were not reported to BROADCASTING, he is expected to be in direct charge of the sales department, according to station officials.

The FCC had refused to consider renewal of WGST's license until the licensee assumed in fact the actual managerial responsibility which the Commission asserted had been improperly exercised by Southern Broadcasting under its management contrac with the board of regents. Thi meant, in effect, that the Pickard-Calhoun interests would have to be withdrawn before the license would be renewed. An agreement was ne gotiated last April [BROADCASTING June 28] under which the school purchased all assets of Southern Broadcasting.

Action to dissolve Southern Broadcasting is now under way in the Superior Court of Fulton County, Ga., a move considered routine now that the corporation has completely withdrawn from all interest in the station. WGST has been operating under a temporary extension of its license since last April. Approval of its renewal application by the FCC is now considered certain by station attorneys, who point out that FCC conditions outlined in its proposed findings last March have been complied with.

RAYMOND CLAPPER is now broadcasting his Mutual commentaries from the invasion front in North Africa, after a brief stay in London.

Phillies Ignore Boycott Plan Further Program

WHILE Philadelphia radio statio continue to unofficially boycott t Phillies major league baseball tea the ball club plans to ignore t boycott in buying additional rad time. The four-week experiment program on KYW, the root of t the differences since time w bought originally on one station the exclusion of others, will not renewed. While the results fr radio were viewed as satisfactor Wally Orr, N. W. Ayer accou executive, said the early-morn time of the KYW program p cluded its continuance.

Failure to renew the KYW p gram, which was for four wee does not mean the Phillies will buy radio, said Mr. Orr. He d closed that he is at present cons ering programs on two other lo stations, despite the fact that t two stations happen to be parties the unofficial boycott, which h limited mention of the Phillies the air to mere baseball scor handled as straight news items.

Spots for Film

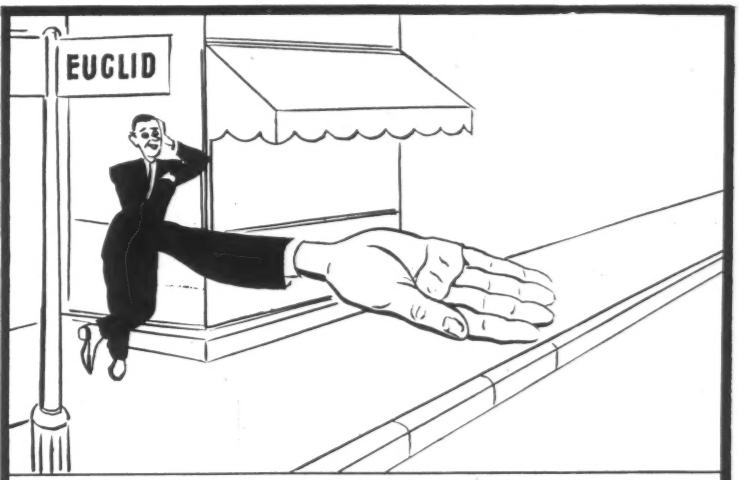
WALT DISNEY Productions, N York, to promote the New Yo opening of its release "Victo Through Air Power," based on t book of the same name by M Alexander P. De Seversky, h bought daily spot announcemen on various New York stations, i cluding WOR, WJZ and WAB Spots will run several days prior the picture's premiere on July Agency is Foote, Cone & Beldi New York. Additional series special programs and intervie on various local programs ha also been arranged with Walt D ney, Maj. De Seversky and Pe Pearce, responsible for the sto direction, participating.

Jewel Tea

JEWEL TEA Co., Barrington, (groceries), is now using a 13-w test campaign of five quarter-h musical programs weekly on WI Madison, Wis. Transcribed p gram, *The Texas Rangers*, is rected at telling public of Jew return to their original method house to house grocery sa Schwimmer & Scott, Chicago, the account.

How to get rich in Cleveland

— in 3 easy steps



1. RENT A STORE. It is not quite true that whenever a retailer puts out his hand on Euclid Avenue today—it comes back gold-plated.

2. FILL IT WITH GOODS . . . *any* goods. It *is* true that—"If it can be sold, you can sell it in Cleveland!"

3. TELL 'EM OVER WHK. That's the secret of selling the mostest goods with the leastest effort, as Cleveland merchants can tell you. *Local retailers buy more time over WHK than over any other leading station!*

4. THAT'S ALL, BROTHER! After you've breathed the good word over WHK, just phone the riot squad to put up the police ropes and hold off the hordes.

Put this powerful, powerful power to work for your product next time you have Cleveland on your mind.

WHK

RETAILERS' CHOICE IN CLEVELAND

Represented by

Paul H. Raymer Co.

Corderman to Join W-E In New York

Leaves OWI Bureau to Take Firm's Radio Division

ROY C. CORDERMAN, assistant chief of the OWI Bureau of Communications Facilities, has resigned effective July 15 to join the Radio Division of Western Electric at 120 Broadway, New York. Mr. Corderman, who has been on leave from AT&T since Dec. 1, 1941, will continue to do war work in Western Electric's Government Contracts Section.

Mr. Corderman

With his departure from OWI, Mr. Corderman will resign from the International Broadcasting Coordination Committee under FCC Commissioner T. A. M. Craven. On IBCC, Mr. Corderman represented both OWI and CIAA.

On Loan From AT&T

Widely known as an engineer and as coordinator of the Emergency Network of the American Radio Relay League of the Middle Atlantic and Southeastern Areas, Mr. Corderman had been loaned to the CIAA by AT&T on Dec. 1, 1941. Six months later he transferred to OWI as chief of the facilities division and in March of this year, was made assistant chief of the Bureau of Communication Facilities under Murry Brophy [BROADCASTING, March 22].

In his OWI post, Mr. Corderman was the contact between commercial communications firms and OWI. He was responsible for renegotiation of contracts which saved the Overseas large sums of money. In addition, he arranged for lease of a private cable between New York and London as a substitute for use of regular commercial channels. At the time of his departure, he was completing arrangements for new equipment which will permit simultaneous transmission of telegraph and broadcast signals over shortwave transmitters.

Feen-a-Mint War Aid

THE JULY 16 broadcast of *Double or Nothing*, MBS program sponsored by Pharmaco Inc., New York, for Feen-a-mint, will originate in Wrackem Memorial Hall, Detroit, with an audience of 2000 outstanding war workers and with war workers as contestants. Commercials will be devoted entirely to war savings bonds as a part of the drug industry advertising campaign to assist the Treasury Department's war drive. Wesley P. Combs, vice president, Wm. Esty & Co., New York, agency in charge of the account; Harry Holcomb, producer; Sidney Allen, MBS salesman, and Lester Gottlieb, MBS publicity director, will accompany the program to Detroit, which has officially designated this week as "Double or Nothing Week."

PARK CONCERTS featuring local radio talent were opened in Portland, Ore., July 11, with the cooperation of radio-minded Mayor R. Earl Riley. In scenic "Park Blocks" area, the city constructed a stage for the Under the Stars concerts. The entire orchestral and vocal staff of KOIN form the musical aggregation for the series and are billed as the "KOIN Portland Civic Orchestra." Shown here checking plans for the outdoor concert hall are (l to r): C. W. (Chuck) Meyers, KOIN president; Joseph Sampietro, music director; Mayor Earl Riley, and Chester R. Duncan, KOIN director of public relations. With Portland crammed to bursting with war workers, Mayor Riley says the concerts are an important addition to the city's recreational services.

FM Licensees Favor Extension Of Band for Post-War Growth

Twenty Station Operators Answer 10 Questions Asked by E. K. Jett in 'Broadcasting'

MAJORITY of existing FM broadcast station licensees believe the FM band should be extended to accommodate anticipated post-war expansion, according to a survey made by FM Broadcasters Inc. and announced last Thursday by Walter J. Damm, WTMJ-W55M, Milwaukee, president of the trade group.

A series of 10 questions propounded by E. K. Jett, chief engineer of the FCC, in an article in the April 26 War Conference Issue of BROADCASTING served as a basis for the survey. Members of the trade group were circularized with the abstract questions set forth in the Jett article. It also was the basis for a conference of the FM group in New York last month, attended by Lt. Jett.

Allocation Favored

To the initial question—whether the present FM allocation from 43 to 50 mc. is best for FM—13 station operators responded affirmatively and five answered "no."

To the next question—whether the FM band should be extended either up or down, 11 FM broadcasters indicated they felt the band should be extended, two indicated the present band was adequate, while six could not be classified.

"What new or modified standards should be adopted?" was a question that brought 19 answers. Of these 11 felt that some modifications were desirable; six that no modifications are necessary and two could not be classified.

Asked whether mileage separations heretofore recognized for licensing purposes for the same and adjacent channel operation are satisfactory, nine responded "yes," seven "no" and two felt this could only be determined in the future.

Asked what degree of interference may be expected from sky wave propagation if the present FM band is retained, nine broadcasters felt that while there had been some interference, it would not be serious. Five others felt the interference expected would be serious and five responses could not be classified.

"'In view of the fidelity characteristics of the receivers manufactured, has too much stress been placed on high fidelity in FM transmission and programming?" was question No. 6. Of the 20 who responded 10 answered "no," eight answered affirmatively and two answers could not be classified.

Inferior Receivers

To the question "What steps, if any, should be taken to prevent the distribution of inferior receivers incapable of taking reasonable advantage of service provided?" the majority of the answers indicated that "public education should be the method of preventing the distribution of inferior receivers". There was no breakdown on this question.

A dozen of the 20 broadcasters felt the allocation of FM stations on the basis of trade areas should be continued and did not know of a more satisfactory method. Six broadcasters felt there should be a change, while two supplied answers which could not be classified.

Of 19 answers received to the question whether FM boosters should be permitted, 16 answered affirmatively, while two were unfavorable and one answer could not be classified. The same majority also felt that the boosters should be allowed to operate unattended and on channels different from the channel of the originating transmitter.

To the question "What should be the standards for synchronous operation?" the answers were not sufficiently definite to permit classification, as various interpretations were placed on the question. Most of the answers, however, indicate that "this is something to be determined in the future".

RADIO OPERATORS AVAILABLE AT NAB

MORE THAN 360 names of licensed radio operators and technicians are now on file in the NAB Technicians Pool, Howard S. Frazier, NAB director of engineering said last week. The list includes men and women in 41 States, most of whom hold either first or second class licenses.

NAB submits four to eight names of available technicians to stations applying to the pool, Mr. Frazier said. Each name is accompanied by a description of experience, license, draft status, salary. A station is free to reject all names on a list and ask for additional applicants, Mr. Frazier said.

Included in the pool are at least 20 persons discharged from Army and Navy service. With the Signal Corps civilian training courses now tapering off, NAB also has names of many persons trained by the government. Some of the names were obtained by FCC in a recent poll of radio license holders doing non-radio work who would be willing to accept radio jobs.

Barbe Joins SESAC

CHARLES M. BARBE, recently with the British Ministry of Information doing special broadcasts for the BBC, has been named station relations representative in the central states for SESAC, music licensing organization. Mr. Barbe succeeded William L. Shirer as European representative for CBS in December 1940, reporting successively from Berlin, Rome, Berne and London. His radio experience in this country includes positions with WFBM and WKBF (WIRE), Indianapolis, and WPTF Raleigh, and WBIG, Greensboro, N. C.

Elgin Picks Time

ELGIN WATCH Co., Elgin, Ill. has definitely decided to use the Saturday evening 7-7:30 period on CBS for *The Man Behind the Gun* when the company resumes sponsorship of the adventure series in September. CBS is presenting the program on a sustaining basis this summer in that half-hour spot after moving it from its previous time Sundays at 10:30 p.m. Agency is J. Walter Thompson Co., New York.

Ask the dealers who sell your products... WE DID!

Ross Federal Research Corp. . . . received this return card which they mailed to a full list of Colorado retail dealers.

Gentlemen:

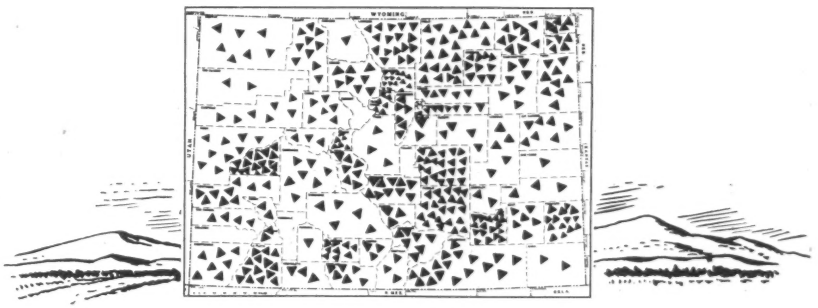
Below is my answer to this question: "Which Denver Radio Station do you prefer to broadcast advertising of products handled in your store?"

First Station_____ Name_____
Second Choice_____
Others_____ Post Office_____

If you prefer not to sign your name, please send the answer anyway, without signature...and just indicate your Post Office.

68.8% prefer KOA

Triangles represent "first choice" votes for KOA.



ALL TYPES of retail dealers were included – drug stores, grocery stores and 8 other classifications. Dealers in 59 Colorado counties replied. KOA won hands down! *Nearly 4 times more "first choice" votes than the number received by the second Denver station; over double the number of "first choice" votes received by all four other Denver stations combined.*

It is assumed that each dealer has 500 to 1000 customers. If the average is 500 then these retailer's replies represent several hundred thousand customers whose buying reflects their radio listening habits. 68.8% say KOA – *First in Denver.*

FEW STATIONS IN THE NATION CAN EQUAL KOA's DOMINANCE

50,000 WATTS · 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Receiver Tubes Are Promised By WPB in Answer to Byrnes

Ray Ellis Says Situation Is Serious, And Details Measures Being Taken in Letter to Director

PRODUCTION of at least the minimum number of home set maintainance and repair tubes needed by civilians for July, August and September has been promised to James F. Byrnes, Director of War Mobilization, Mr. Byrnes informed the NAB last week. At the same time, Mr. Byrnes' office expressed confidence that steps taken at the White House last week setting up committees within war agencies to review procurement programs will insure an equitable civilian tube supply for the duration.

The promise to Mr. Byrnes was made in a letter from Ray C. Ellis, director of the WPB Radio & Radar Division. A copy of Mr. Ellis' letter was forwarded to NAB, together with a letter of transmittal from Mr. Byrnes, who had ordered a study of the tube and battery situation after receiving a plea from Neville Miller, NAB president [BROADCASTING, June 21]. Results of the Byrnes inquiry on batteries are not yet known.

'Serious Situation'

On receipt of the NAB letter, Mr. Byrnes asked an explanation of the tube situation from Mr. Ellis, who is charged with production of electronic equipment. The WPB executive assured the "assistant president" that he recognized "there is a serious situation." "Some tubes are being made available for civilian use," Mr. Ellis said, "and materials have been allocated and production has been authorized for civilian tubes." Due to the needs of the military, he said, production and distribution has not been effective in providing adequately for civilian radio needs. He said steps are now being taken to review all tube requirements, both civilian and military, and schedules of production will be worked out. "This Division will see to it that the minimum civilian requirements are provided in the production during the third quarter."

The Byrnes office expressed the hope that the long run solution of the tube situation and the battery situation likewise would come from boards of review now being set up at Mr. Byrnes' request by all procurement agencies to restudy procurement programs to assure balance of manpower, material and money. Agencies concerned will review their program objectives, Mr. Byrnes explained, and eliminate and reduce all programs not urgently needed, and see that all programs are balanced with our present strategic needs and concepts. The review will be a continuing process.

Justice Byrnes is cognizant of the need for maintaining civilian radio receivers as part of the home front job, it was stated following receipt of the Ellis letter. He was represented as being keenly aware of the part radio plays in maintaining public morale.

Mr. Miller's Letter

In his appeal to Mr. Byrnes, Neville Miller had warned that lack of tubes "has created an alarming problem" and has already seriously endangered delivery of vital war messages. "It is our belief," Mr. Miller said, "that the continued operation of mass communication throughout this nation is of the utmost importance and depends upon the immediate implementation of a balanced program which recognizes the need of both the military and civilian economy."

National requirements call for between two and three million tubes monthly, Mr. Miller told the OWM Director. This figure, he explained, is based on maintainance of one set per radio home, and excludes automobile and portable receivers.

Warning that only a limited quantity of tubes has reached civilians in the past 18 months, Mr. Miller said dealer and jobber stocks are practically exhausted. "The recently issued Order L-265 may control distribution," he said, but "no directive is in effect to insure production of tubes in the quantity and of the type required to satisfy new critical needs." Mr. Miller said a program exists "which should solve the tube problem" if put into operation immediately.

Turning to batteries, the NAB president admitted there had been improvement in the situation in the quarter ending June 30. But, he said, "farm battery production continues insufficient to balance the accumulated deficit."

In his answer, Mr. Ellis said "we recognize the need for maintainance of civilian radio and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of military requirements. This having been accomplished, we feel justified in insisting on the production of some civilian tubes."

Mr. Ellis' estimate of minimum civilian needs was not stated in his letter to Mr. Byrnes. It has generally been assumed at WPB however, that minimum civilian needs amounted to between two and three million tubes per month, the figure cited in the NAB appeal. The expression "conservation is necessary to keep civilian radio requirements to a minimum" attracted interest, however, and raised a question whether Mr. Ellis contemplated "rock bottom" production predicated on forcing listeners to ration their use of radios.

NEW ROLE played by Virginia Weidler, movie star, is that of her own publicity agent as she writes this cut-line to go with her picture taken at WTAG, Worcester, where she appeared on the station's *Stars in the Spotlight* program. The young Hollywood actress asked for a BROADCASTING so she could study the magazine's style before writing this release.

Transmitter Tube Shortage Continues Acute, Says WPB; Conservation Urgent

A BLUNT warning that the shortage of transmitter tubes and other broadcast equipment remains acute was issued last week by Frank H. McIntosh, chief of the domestic and foreign broadcast branch of the WPB Radio & Radar Division. Alarmed at talk in industry circles of possible early resumption of civilian production, Mr. McIntosh reminded broadcasters that "victories are encouraging, but the war is far from over."

Directives Required

Production of broadcasting equipment is still tight, Mr. McIntosh told BROADCASTING and conservation of existing tubes and parts remain urgent. There has been no let-up in military demands for radio equipment, he added, and in addition, our committments at home and abroad are heavy. "'As the war progresses," Mr. McIntosh said, "some fields of material required will clear and some capacity will become available. But no wholesale trend is now apparent toward this."

In warning against undue optimism, Mr. McIntosh pointed out that there have been some improvements in handling problems at WPB, which may make things look better than they are. Actually, he said, shortages of tubes are so great that directives are necessary to obtain delivery of most types, and certain parts and tubes are almost impossible to obtain for non-military uses.

Most severe shortages, he said, exist in water-cooled or radiat type tubes; multi-element tub generally; recording equipme and better grade microphone Quality wire wound resistors a mica condensers are tight, he sa and their delivery must be in vidually scheduled by the Radio Radar Division.

Turning to receivers, Mr. M Intosh said no sets would be bu this year. He expressed confide that tubes and parts would available to maintain sets now operation.

The general production pict is far from bright, he warn Merely because the electronics dustry is making record amou of equipment does not mean th will be much left for the ho front.

ONTARIO ALLOTTED TIME FOR ELECTIO

ARRANGEMENTS have bee made for Ontario provincial polit cal parties and candidates to bu time on networks and individu stations, and to obtain free tim on Canadian Broadcasting Cor network and stations for the forth coming election which takes plac Aug. 4. Under the Broadcastin Act, the CBC regulates the amou of time for subsidiary hook-up and for political campaign broa casts on individual stations.

By mutual agreement the CB has alloted each of the three polit cal parties a half-hour free tim per week on the CBC network, an the Liberal party, in power a present, has been given an extr half-hour to conclude the cam paign, with the other two partie each given 15 minutes for this pur pose. The CBC "regarded (givin free time) as a fulfilment of the duty" to give all parties a fa opportunity to present their view to the electorate.

No subsidiary network time individual station time had bee definitely signed up at this da (July 6), but first paid broadcas were planned to go on the air b July 8. CBC handles all paid ne work broadcasts, and its statio relations department keeps a clo hand on election talks on all st tions, with all schedules requirin CBC approval.

SUMMER fill-in for the weekly NB *Abie's Irish Rose* spot is the ne network feature, *Hollywood Op House*, which started July 3, starri Rochelle Hudson.

Fitch on BLUE

F. W. FITCH Co., Des Moin which currently sponsors two pr grams on NBC, the *Fitch Ban wagon* on Sundays and *News the World* twice weekly, is launc ing a new series of weekly broa casts on all 150 BLUE statio Sept. 8. To be heard for Fit shampoo and hair tonic, the seri is scheduled for Wednesdays 9:30 p.m. A format similar *Bandwagon* has been considere but no details as to format ha been released. Agency is L. Ramsey Co., Davenport, Ia.

XUM

Wanna buy a Jeep?

TODAY great factories are producing Jeeps by the acre . . . but we have a suspicion the demand for the current model will tailspin directly after the war.

Out here in the WMT Corn Country, conversion to peacetime production is no problem. The wartime Iowa porker is a reasonably exact facsimile of his peacetime brothers and sisters, and the same holds true for those other basic, Iowa-produced food essentials; beef, corn, and dairy products. Unlike war production, Iowa food production will have to be maintained at present top levels for years.

Food is big business out here in the WMT market; Iowa farmers' income topped 1¼ billion dollars in 1942 . . . and 1943 may well exceed that.

When the Axis submits to the terms of Unconditional Surrender outlined at Casablanca, our Iowa farmers' job is just well underway. The world will need more Iowa-produced food than ever before.

Plan both your present and future sales activities out here in the corn country with positive assurance that the Iowa farmers you sell on WMT today will have the do-re-mi to buy your product tomorrow . . . and they'll still be listening to WMT, their favorite radio station on Iowa's best frequency, 600 kilocycles. Write us today for complete information.

BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION
WATERLOO
Represented by the Katz Agency

Fly Violently Attacks Cox Committee

Claims Radio Monopoly, Wall St. and Army Joined Forces

FOLLOWING is the full text of the statement issued July 4 by FCC Chairman James Lawrence Fly in rebuttal to the first day's testimony (July 2) adduced at the House Select Committee inquiry into the FCC:

In its first open session on Friday the Cox Committee "to investigate" the Communications Commission was finally unveiled to the public in its true character. There it stands in its stark reality announcing to the public through its Wall Street mouthpiece the 50 vicious conclusions it is going to arrive at come hell or high water, after purporting to go through some of the forms of a "judicial" inquiry and "due process of law."

Three years ago Congressman Cox had defended the Commission and condemned the radio monopoly on the floor of the House. He said, "Mr. Speaker, an attack is being made upon the Federal Communications Commission.* * * What we probably need more than anything else is an investigation of the broadcasters' trust. It is time they were stopped from monopolizing the air." Three months later he came to the defense of the Commission and made the observation "that we have about reached the point where we should investigate the broadcasting business." Some time thereafter it became the unfortunate duty of the Commission to report to the Attorney General that Representative Cox had procured a $2,500 fee for representing a successful applicant for a broadcast station license. Congressman Cox, now calling for an investigation of the Commission, stated on the floor of the House, "Mr. Speaker, I am this morning bringing to you a matter in which I have the deepest possible personal interest." And again he stated:

"Mr. Fly of the Communications Commission is guilty of a monstrous abuse of power and is rapidly becoming the most dangerous man in the Government. He maintains an active and ambitious Gestapo and is putting shackles on the freedom of thought, press and speech without restraint . . . The Communications Commission, as now operating under Mr. Fly, must be stopped."

'Joined Forces'

The House of Representatives then voted Cox's Resolution to "investigate" the Commission, particularly its Chairman. Cox immediately joined forces with the radio monopoly and Wall Street interests on the one hand and the Military on the other, all moving in for the kill. The aim has obviously been to wreck the Commission, the only agency representing the public in this important field, to set up monopolistic control by commercial interests and to establish actual and coercive surveillance of the nation's most significant mechanism of free speech.

Already Cox's Wall Street mouthpiece has declared the intention of destroying the highly valuable war work of the Commission—particularly that part which has made it literally impossible for a single enemy transmitter in this country to communicate with our enemies abroad. That is the inexorable fact—and it is the simple result of the expertness, loyalty and devotion of the men who for twenty-four hours every day are patrolling the radio ether. These are the men who have taken the lead in improving and developing the very mechanisms employed by the armed forces. These are the same men who have rendered invaluable aid in closing out the espionage stations of Central and South America. These are the men who have operated the schools to instruct men of the armed forces and of our neighbor countries in the art of radio direction-finding. These are the activities so frequently commended by the Army, Navy and other Government Departments for the valuable results achieved and for the efficiency and security of the methods employed and the complete cooperation of its personnel.

CHAIRMAN FLY

Defends FBIS

In addition, the Federal Communications Commission has a highly effective organization charged with collecting, translating, analyzing and reporting to 200 Government offices the radio propaganda of the world at war. Adequate information on the world's psychological warfare is utterly essential to a nation at war. It is this important agency—the Commission's Foreign Broadcast Intelligence Service—which comes in for a vicious attack from the Committee, all without the form of a hearing.

Cox and his Wall Street mouthpiece have been slow in disclosing to the public their long existing tie-in with the radio monopoly. But the cat was out of the bag when the Committee's counsel referred on Friday to Mr. Fly's successful efforts in delaying television, which all too obviously is directed at the Commission 's earlier stand against the radio monopoly in its efforts to lock down the great future of the television industry to the inadequate systems then controlled by that monopoly. This is the same stand of the Commission which Congressman Cox had so vigorously defended on the floor of the House in happier days.

'Star Chamber Proceedings'

Again Committee Counsel emphasized "Mr. Fly's insistence on reopening the consent decree and refusing to renew RCAC licenses." This, it may be observed, was the Commission's insistence that RCA strike out of its traffic agreements with its foreign correspondents, clauses which prevented other companies from establishing competing circuits.

The Committee further revealed its marriage to the broadcast trust by announcing that it plans to attack the anti-monopoly regulations in chain broadcasting which the Commission under attack from the radio trust has succesfully defended before both Houses of Congress and in the Supreme Court of the United States.

The time has come for the public to know not merely what the Cox Committee has concluded to conclude but also some of the vicious processes employed which further reveal what the Cox Committee is up to. To take but a few of the many examples:

(a) The long continued conduct of star-chamber proceedings where witnesses were required to appear privately before the Committee's lawyers. On certain important occasions these "hearings" were conducted in hotel rooms. The failure to give the Commission notice of any hearing whatsoever, or to permit its representatives to attend any of these hearings or to permit the Commission to purchase a copy of the transcript or even to inspect a copy thereof. The Commission on different occasions formally requested permission to purchase these transcripts and on each occasion the request was denied.

(b) The illegal issuance of subpoenas requiring appearances before staff members—and on certain occasions in the Wall Street offices of a lawyer who is contributing his services to "the cause" at $1.00 a year.

'Badgering Employes'

(c) Constant efforts, by badgering Commission employees and other witnesses and by circulating radio stations for complaints, to stir up destructive criticism of the Commission.

(d) Seizure of a truckload of irreplaceable Commission files without opportunity for properly listing or copying them to insure against loss or interference with the essential functions of the Commission.

(e) Widespread efforts by stirring up vicious rumors and gossip to destroy the reputation and standing of the Commission, its individual Commissioners and staff members.

The foregoing are but a few of the examples which demonstrate the character and the activation of the Cox Committee. I cannot but feel that this sort of harassing and unfair tactics ought to stop. If we must be slandered $2,500 worth is enough, and we have been visited with that much long ago. We have a war on other fronts and those of us who are devoting ourselves to that war might well be permitted to get on with the job.

Cox Answers Fly by Repeating Charge That FCC Hinders War

Declares That Welfare of Boys at Battlefronts Is More Important Than Commission

FOLLOWING is the full text of the statement of Chairman E. E. Cox, (D-Ga.) of the House Select Committee to investigate the FCC, issued July 5 in response to the July 4 attack of FCC Chairman James Lawrence Fly against the Committee:

As to the attack of Mr. Fly upon the select committee of the House of Representatives, now investigating the commission, the committee has no statement to make. The committee does not mean to be drawn away from the constructive job it has undertaken.

Mr. Fly's attack upon the military and naval departments for objecting to his attempt to take over the responsibilities of war activities cannot be ignored. The joint Chiefs of Staffs of the Army and Navy, the Chief of Staff to the Commander in Chief of the Army and Navy, the Secretary of War and the Secretary of the Navy say it has been found that the operations of Mr. Fly's commission constitute an interference with the war effort and a threat to the nation's security. If this be true then all possible effort must be made to stop this action.

Winning the War

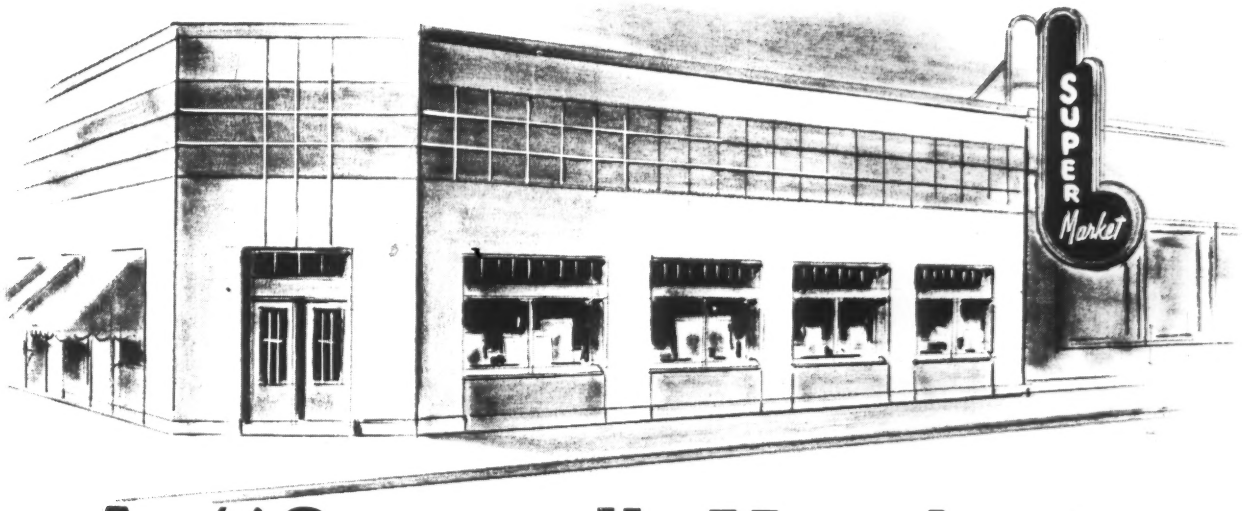
The fathers and the mothers of the boys and girls fighting this war, the wives and sweethearts of the soldiers and sailors and the men of the armed forces themselves are looking to our military authorities to direct the winning of the war in the shortest possible time and with the least possible loss of lives.

Even Mr. Fly owes a service to the nation rather than the disservice of trying to destroy the confidence of the soldier in his commanders by charging them with conspiracy to destroy the FCC. This commission is made up of seven members and several hundred employes that many of our citizens feel could better serve our country during this great conflict by carrying guns.

The welfare of the millions of the boys at the battlefronts and in the camps is of far greater concern than Mr. Fly and his commission. The citizens are supremely interested in saving this country.

Has not Mr. Fly in issuing this statement in question confessed all the Army and Navy had to say about him? If the first public hearing of the select committee has thrown Mr. Fly into such a state of hysterical wrath then what will be his condition after this inquiry has really gotten under way?

REP. COX



A "Super" Market

— IN THE TENNESSEE VALLEY

WLAC's SCHEDULE offers food for thought . . . AND sales in the rich Tennessee Valley. Day after day, night after night, programs and announcements promoting food items of national prominence are reaching the thousands of well-to-do residents of "The Valley" . . . folks who have the buying power to buy.

If you'd like to sell this "super" market in the Tennessee Valley, let your Raymer man tell you about WLAC now.

THE FOLLOWING FOOD PRODUCTS ARE CURRENTLY BEING ADVERTISED OVER WLAC

Rinso	Curtiss Candy
Campbell's Soup	Colonial Bread
Wrigley Gum	Super Suds
Jello	Seven Up
Gen. Foods	Pepsi Cola
Camel Cigarettes	Nu Maid Margarine
Philip Morris Cigarettes	Whiz Candy
Quaker Oats	Hollingsworth Candy
Palmolive	Florida Citrus
Lucky Strike Cigarettes	Red Cross Macaroni
Pet Milk	Anthony Milk
	Orange Crush

50,000 WATTS

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY

This isn't the ad we started to write...

At first we thought we'd say something about how hit radio shows happen—particularly how BLUE hits happen.

We were going to say there's no way to tell in advance—you just had to give the show time on the air. Then, we intended to explain that we are constantly auditioning and air-testing programs; that our "Open Door" policy (a welcome to any producer with ideas) was and is a big factor in boosting our record of new hits.

We intended to go on from there and brag a little about the BLUE's lead in several progra classifications—notably News Commentato Children's Programs and Top-name Ban Also, with true BLUE modesty we were goi to mention the awards we've won—3 out o of the Women's National Radio Committe 1943 awards—and the one from the Americ Legion Auxiliary—for War Effort programs

★ ★

WINGS TO VICTORY

The Army Air Corps in training and b bat. Thrill-packed half-hour, written produced by members of the Air C Training Center, Santa Ana, Californi

HISTORY IS FUN

New type quiz show built around Am can History. Designed to stimulate terest in a vital subject, knowledg which has been found so univers lacking. Ted Malone is MC.

LIVING SHOULD BE FUN

Vitamins and nutrition treated with understanding and excitement by Car Fredericks, foremost authority in the f New to networks, Fredericks is pul mail like a veteran.

THIS IS OFFICIAL

A half-hour service program present accredited members of Government partments who give Washington's cial answers to problems besetting puzzled people. James G. McDon famed BLUE commentator, is MC.

CHAPLAIN JIM

Through the fictional "Chaplain Jim," series dramatizes the work of U. S. A chaplains. Produced in cooperation the War Department under supervisio the Hummerts.

BREAKFAST CLUB

A ten-year-old favorite with Don McN (incorrigible award and poll-winner MC. Marion Mann, Nancy Martin Jack Baker are featured singers. show is completely unrehearsed and resulting spontaneity is one reason its success. Fifteen-minute segments available.

MY TRUE STORY

Radical departure in daytime progr ming, this series presents a complete s each day. Material is drawn from the p lished stories in True Story Magazine. thusiastic acceptance by BLUE stati speaks well for the program.

AIR-TESTED BLUE HITS ★ ★ ★

Available for Sponsorship

RHYTHM ROAD

Swingy, slangy, irreverent, good-natured, this program has won a welcome for itself in a few short weeks. Features Johnny Morgan, virtuoso of the tin-whistle; Helen O'Connell, Belle of The Blue; and Jimmy Lytell and orchestra.

SEA HOUND

Produced in cooperation with the Coordinator of Inter-American Affairs, this adventure serial has all the Americas for its locale. Colorful characters and unusual merchandising possibilities make Sea Hound a vehicle deserving attention.

ARCHIE ANDREWS

Based on a comic magazine series, Archie Andrews represents first major attempt to present comedy in a script show appealing to youngsters. Writing and direction make it a stand-out.

HOP HARRIGAN

Dramatic, timely, geared to the growing interest in aviation, Hop Harrigan is a fast-paced show with a large following. Already sponsored regionally, the series has proved a sensational sales builder.

LITTLE BLUE PLAYHOUSE

A long-standing favorite with the BLUE's younger listeners, this half-hour dramatic series tells the story of America in terms of its great men—past and present. Written by Ira Marion, directed by Madge Tucker.

COAST TO COAST ON A BUS

Through music and song and laughter and story, the Sunday morning bus of The White Rabbit Line takes its listeners on a pleasant jaunt through entertainment-land. Featuring some of the most talented youngsters in radio.

LOVE PROBLEMS

The war with its separations, changes and upheavals has created new problems for people. Allie Lowe Miles, long-time radio personality, brings practical help to advice-seekers. A program of high woman interest—man interest, too!

FARM AND HOME HOUR

First and still the most successful national program devoted to the interests of Mr. and Mrs. American Farmer. Produced in cooperation with the interested Government Bureaus, the program is authentic and entertaining.

BOSTON SYMPHONY

America's most distinguished Symphony Orchestra is a round-the-year schedule of concerts. The Winter Season under the direction of Dr. Serge Koussevitzky; the Boston "Pops" in the summer, directed by Arthur Fiedler. A most unusual sponsorship opportunity.

SALUDOS AMIGOS

Thirty minutes of music of all the Americas, produced in cooperation with the Coordinator of Inter-American Affairs. Features Victoria Cordova, sensational BLUE "find." Cast includes Jose Ferrer as narrator, the Andrini Brothers and Paul Lavalle and his orchestra.

GREEN HORNET

Anti-crime thriller that has long been recognized as one of the top children serials on the air. Each episode is complete in itself and each is built around some timely topic in America's battle against crime, espionage and sabotage.

GAME PARADE

Pot-pourri of games, quizzes, tale-telling and other games, with young participants drawn from an always-crowded studio. Produced by Natalie Prager, an authority in the serious business of entertaining youngsters.

NEWS COMMENTATORS

The following nationally-known analysts are available for sponsorship: Martin Agronsky, Baukhage, Wilfrid Fleisher, George Hicks, Major General Paul B. Malone U.S.A. (Ret'd), James G. McDonald, Roy Porter, Henry J. Taylor, Edward Tomlinson, Harry Wismer (Sports).

APPOINTMENT WITH CRIME

Written by Jerry McGill, one of radio's most successful scripters, this thirty-minute "whodunit" follows the adventures of an unusual trio, Sally, Mac and Harvard who make man-hunting a business. A new contender for popularity.

THE FALCON

Just the opposite of the protagonists in "Appointment with Crime"—the Falcon is a sleuth who refuses to take himself seriously. The Falcon has a weakness for the ladies which adds a romantic cast to the script. A successful book character and movie sleuth bids for air success.

LADIES BE SEATED

The rotund and celebrated Ed East and the pert Polly team up again in a new pot-pourri of quizzes, wheezes and prizes—a program which bids fair to duplicate all of the success which has attended East in the past and present.

MEET YOUR NAVY

A great show — which has done great things for a previous sponsor. "Meet Your Navy" is produced at the Great Lakes Naval Training School—uses for talent members of Uncle Sam's Navy. Some of the "regulars" on the program are long-time radio luminaries.

JOHN FREEDOM

In just over a year, John Freedom has become a legendary character. Patterned on the "Scarlet Pimpernel" of the mauve Baroness Orczy—John Freedom makes it his business to foil the Nazi reign of terror in conquered countries. A series of tense, exciting melodramas—well written and well authenticated.

WEEKLY WAR JOURNAL

Complete week-end review of the news — featuring a group of distinguished BLUE commentators. Pick-ups from foreign sources round out the report—which gives the listener a complete picture of the week in review.

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because we think our record here is pretty good.

But after all (we thought) you are more interested in what programs we have available for sponsorship—that is, what HIT PROGRAMS. So, instead of writing a long ad—we'll give you a long list of BLUE shows any one of which you will find profitable to sponsor.

(P. S. We want to remind you that we have completed a "Survey of Daytime Radio Listening Habits"—which is full of facts about listeners' preferences. It's a handy guide to have at your desk as you check program possibilities. Want us to mail you a copy?)

The Blue Network

A SERVICE OF RADIO CORPORATION OF AMERICA

New York · Chicago · Detroit · Hollywood · San Francisco

Radio Hailed For War Service In Manning Merchant Marine

Recruitment Chief, War Shipping Administration, Pays Tribute for 'Magnificent Response'

By MARSHALL E. DIMOCK

Assistant Deputy Administrator
Recruitment and Manning
War Shipping Administration

THE AMERICAN radio has proved to be a most effective instrument in recruiting experienced men for the United States Merchant Marine. The Recruitment and Manning Organization of the War Shipping Administration in Washington is more than satisfied with the cooperation it received from the radio.

Set up over a year ago, the Recruitment and Manning Organization was directed to supplement the efforts of the owners, operators, and maritime unions in manning the hundreds of merchant ships being built all over the country. Some idea of the magnitude of this task can be learned from the fact that, by the end of 1943 over 2,000 newly conditioned ships, staffed by over 100,000 officers and seamen of the Merchant Marine will be carrying our fighting men and supplies to every corner of the globe.

Difficult Recruiting

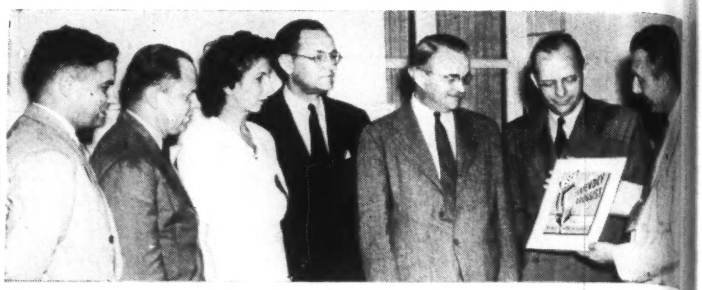
The field of recruiting which the Recruitment and Manning Organization of the War Shipping Administration was asked to enter is perhaps one of the most difficult. Men with sea experience were to be asked to leave lucrative shore jobs for the hazardous task of keeping America's supply lines open.

Making known its task to the radio of the nation, the Recruitment and Manning Organization was literally astonished at the reception with which it met. Almost unanimously the radio responded magnificently.

Appeals were inserted gratis by several sponsors on their programs telling of the nation's need for men with sea experience. The results from these campaigns were very gratifying. One radio announcement alone produced several hundred telegrams and letters from men all over the country offering to leave well-paid, comfortable, shore jobs to return to serve in the Merchant Marine.

Proof of Power

Almost every man who offered his services was interviewed by officials of the Recruitment and Manning Organization and a large number of them who qualified were either assigned to ship or sent to one of the many centers where refresher courses in their skills are being offered. If proof were ever needed of the power of the radio in reaching the American people in their homes, the experience of the War Shipping Administration in its recruiting campaign could be cited. Asked by a Federal agency to help it in accomplishing a difficult task, the American radio demonstrated not only its strength but its patriotism and generosity. This patriotism and generosity deserve the sincerest gratitude of the Government and the country at large.



NEW DECALS for placement in drug store windows were shown to group of executives of WSGN, Birmingham, at a luncheon given in the honor by the Birmingham Retail Druggists Assn. Among those prese were (l to r): Bob Venn, WSGN sales promotion manager; Lehm Alley, President of the Alabama Pharmaceutical Assn.; unidentifi girl; Charles G. Alley, President of the Birmingham Retail Dru gists Assn.; J. C. O'Dell, General Manager of the Birmingham divisi of McKesson & Robbins; E. W. Gibbs, President of the Alabama Sta Board of Pharmacy; Henry P. Johnston, General Manager of WSG

Third War Loan Campaign Is Readie By Treasury, OWI, Advertising Counc

PRELIMINARY suggestions for the Third War Loan campaign, to be held in September, including detailed plans for radio promotion, have been issued by the War Savings Staff of the Treasury Dept. Warning that the proposed ideas are merely suggestions—"to be rounded out and made more comprehensive as time goes along"—the outline sets forth campaigns, stunts and ideas which hit the jackpot during the last war loan, and adds new material.

Ted R. Gamble, assistant to Secretary of the Treasury Morgenthau, has been appointed national director of the War Finance Division, name of the newly reorganized Washington War Savings Staff. In this capacity he will organize the Third War Loan drive. Working through the War Finance Committees, which are mergers of the old War Savings Staffs and Victory Fund Committees in the states, Mr. Gamble has been charged with the task of raising twice as much money in the last six months of this year as was raised in the first six months.

Third War Loan will start Sept. 9. A "Kick-off" to precede the opening with Secretary Morgenthau speaking on the networks, governors and mayors on local stations, and bond rallies linked to the pre-Radio Day warm-up. Ideas include a "Third War Loan Night", like *Bondnight* on the BLUE, to be aired on one network every four days during the drive; hookups to battle fronts, a half-hour "Allied Nation Program" from the Capital, a "National Shrine Program" of pick-ups from national shrines all over the country.

New Show Planned

The outline suggests a new Treasury show, "The United States of America", to emphasize unity by featuring stars of radio, theatre, motion pictures and concert stage from all 48 states.

With Radio Day set for Sept. 9, plans for the opening will be further developed after a mee ing between OWI, Treasury a station managers as soon as fact sheet is ready. States are urg to set up maps showing sta county and city quotas, with u veiling ceremonies to be broadca a promotion which proved stim lating in the last campaign. A sp cial half-hour *Treasury Star P rade* is to include a talk by Madam Chiang Kai Shek. Stations a asked to devise again their own pr motion plans, using NAB bulleti the War Finance Committee Ne with a double sheet of one-minu announcements.

In place of the regular 6-week one-minute Treasury dramas, 12 the recorded programs per week a planned. Instead of three progra weekly to stations regularly rece ing Treasury Star Parade, se will be supplied.

During the drive 75% of t OWI network allocation will devoted to the Third War Lo and beginning with Radio D OWI will select stage and scre stars for special War Loan spots network shows. OWI expects work with the Advertising Coun on drive plans and to work out guest star appearance schedule.

An issue of Radio News is sche uled to precede the campaign, w three more to come out as the dr progresses. Stations will be ask by Treasury and OWI field men cooperate by turning over alrea established time being used for W Bonds to the Third War Loan. Re ular Treasury programs will ha War Loan themes. Special concer originating where the orchestr are located, using top stars as so ists and involving one hour da on networks, are proposed.

Suggested slogans include "I vade Europe With Fighting Doll —Buy More War Bonds", "T Third War Loan Is Your Att Against Berlin and Tokio", a "Lend Over Here to Win Ov There". Official Third War Lo slogan has not yet been finally c cided upon.

FARM DEALERS PREFER RADIO

Iowa Survey Shows Three to One Favor It Over Any Other Advertising Medium

A SURVEY of advertising preferences of Iowa farm supply dealers, results of which are published in a folder by WHO, Des Moines, reveals radio as the overwhelming choice in this field, with farm papers second and newspapers third.

Replies received from 410 dealers showed 259 preferring radio, 75 naming farm journals and 26 choosing newspapers.

The survey covered three major lists of Iowa dealers: members of the Farmers Grain Dealers' Assn. of Iowa, hatcheries listed in the official directory of the Iowa Poultry Improvement Assn., and dealer lists of two of the largest manufacturers of livestock and poultry feeds. No advertising medium, according to the folder, had any part in handling the returns or compiling the final results of the survey. A breakdown of the results of the survey show that of 218 replies received from Iowa feed dealers, 159 dealers prefer radio, 21 prefer farm journals and 13 prefer newspapers.

Results of the survey of grain dealers, which includes leading country elevators selling feeds and farm supplies, show that of 135 replies 69 prefer radio, 37 prefer farm journals and 9 prefer newspapers.

The hatchery survey shows 31 of 57 replies giving radio as preference, with 17 preferring farm journals and 4 preferring newspapers.

Adam Hat Plans

ADAM HAT STORES, New York, will start its new comedy on the BLUE Sept. 12 instead of Sept. 7, as originally announced. Titled *That's a Good One* and starring Hope Emerson, Ralph Dumke, Ward Wilson and Eddie Pola, the program will be heard Sundays 8:15-8:30 p.m. on 134 BLUE stations. Agency is Glicksman Adv. Co., New York.

DAY by DAY
MEMO PAD
Memo to Advertisers
Radio Station WWJ- first in DETROIT- is the most listened-to station in the greatest industrial market in the world. Your story should be told in DETROIT over WWJ
Now
WWJ
America's Pioneer Broadcasting Station — First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News
NBC BASIC NETWORK
ASSOCIATE STATION W45D—F. M.

Press Hits Petrillo Death Sentence

Editorial Wrath Rises; Congress Asked To End His Racket

THE WRATH of the nation's press came down on the head of AFM Czar James Caesar Petrillo last week following his "death sentence" ukase against transcription companies. Without a dissent, editorials in leading newspapers called upon Congress to end Petrillo's "dictatorship" and "racket" through legislation which would subject him to anti-trust and anti-conspiracy laws.

'New York Times'

The *New York Times*, in a lead editorial July 3, called Petrillo's action a decision by the AFM head as to what music the American people "can and cannot hear." Pointing out that a few months ago he had expressed a willingness to allow recorders to stay in business if they would pay tribute to his union, the newspaper observed that he now has decided that this was "too lenient". Then came the ukase to abolish the transcription making business entirely.

When Mr. Petrillo told the Labor Board conciliator that he would forbid his musicians to make "any transcriptions at any cost or at any price," that was on the ground that the companies "can't give us anything. If they gave us their entire gross, it's still small peanuts to the Federation."

The *Times* cited the "astounding legal and political implications" of this statement, aside from the economic aspect. It pointed out that in time of unparalleled labor shortage, Mr. Petrillo is trying to create unnecessaary jobs. Drawn in was the jerking of sustaining remote bands from MBS because one of its stations (WSAY, Rochester) refused to increase its musicians staff from one to five.

All this was called minor as compared to his effort to "turn back the hands of scientific progress to force the employment of more musicians." The *Times* editorial asserted it was the labor policy of the Administration and the "timid acquiescence of Congress in that policy" that have built up the "irresponsible power now exercised by the Lewises and the Petrillos."

Placed in Petrillo's hands is the "private arbitrary power to tell the American people what music they can and cannot hear" and the power to "ruin theatres, restaurants, concert halls, transcription companies and radio companies that do not do his bidding."

'N. Y. Herald Tribune'

The *New York Herald Tribune* on July 3 stated that "for sheer effrontery nothing even in the Lewis saga, we believe, can quite match Petrillo's latest ukase.***" The newspaper called attention to Petrillo's answer to the charge that he was destroying an industry and blocking mechanical progress, wherein the AFM czar replied that he can't get at the radio stations in any other way.

"There is nothing in the law as last interpreted by the Supreme Court to balk his dictatorship," said the editorial. It recalled the attempt to prosecute Petrillo under the Sherman Act and how it ended in failure because of the Supreme Court decision in the Hutcheson case, in which it held that virtually nothing a trade union might do in pursuit of a labor dispute could be construed in restraint of trade.

Congress was urged to "proceed at once to pass a law specifically defining for the courts those trade union activities which must be held in violation of the anti-trust statutes, as, for instance, such an order as the mighty Petrillo has just issued."

'N. Y. World Telegram'

The *New York World Telegram*, in a syndicated Scripps-Howard editorial July 3 pointed out that Petrillo said the transcription companies paid his musicians about $1,100,000 a year and that he said he had no fight with these companies, but only with the broadcasting industry.

"So he is going to cut the transcription companies, whom he likes, out of $4,000,000 annual gross revenue and his musicians out of $1,100,000 because he wants to punish the broadcasting companies, whom he doesn't like.

"No thought for the public's interests in the matter. Just a typical rule or ruin Petrillo ukase," said the newspaper.

The *New York Mirror* in its July 3 issue charged Petrillo with having moved to "wipe out a whole industry because it will not meet his autocratic demands." After reciting the many Petrillo crackdowns, the newspaper asserted that the issue is whether "a labor union tyrant, wielding autocratic power out of all keeping with the principles of American democracy," can be permitted to "destroy an American business enterprise at his arbitrary, peremptory will or whim," The *Mirror* predicted that Americans and their representatives in Congress "will not swallow such a challenge on their hands and knees."

Washington Views

The *Washington Post* on July 5 commented that while the dispute has been certified to the War Labor Board it seemed doubtful whether it can "cope with this sort of racket." The *Post* called for legislation to prevent the enforcement of monopolies that "destroy trade and encroach upon Government regulation, whether those monopolies are operated by business or labor groups."

Asserting Congress had been incredibly slow in meeting this challenge, the editorial declared that it could not see how Mr. Petrillo's "antics can longer stay the hand of Congress in meeting this menace to free enterprise."

The *Washington Star* July 5 described the Petrillo transcription ban as "the death penalty for the transcription industry—an industry which has given no offense, but which happens to be a convenient target upon which this labor dictator can vent his wrath." Expressing doubt whether Mr. Petrillo will be permitted to "destroy one industry" because he has an "alleged grievance" against some other industry, the newspaper said there is small prospect that the transcripion companiese can get any relief from the courts or from the executive branch. But Congress, it said, may decide that the time has come to take Mr. Petrillo in hand.

The newspaper recalled that several months ago the AFM head was reported to have assured Senator Wheeler that the union did not intend to wipe out an industry. At that time Senator Wheeler said that such a move "would be met by prompt Congressional action," the editorial continued. "Now, however, Mr. Petrillo has changed his mind and has served notice on the transcription industry to prepare for summary execution. It remains for Congress to say whether the sentence is to be carried out."

Even before the July 1 Petrillo ukase, the *San Francisco Call Bulletin* on June 25 characterized the original Petrillo demands upon the transcription companies as an "arrogant and enormous racket". The newspaper stated editorially that the matter should be adjusted so that broadcasting can survive, declaring "it cannot survive as a racket conducted for the benefit of James C. Petrillo."

Alluding to the proposal of the union that transcription manufacturers agree to prevent their use by any broadcaster who does not maintain a fixed quota of forced employment of musicians, the newspaper said that many stations are not financially able to maintain full staffs of musicians. Many could not exist, it added, if they were compelled to do so.

STUDENTS JOIN the radio war-of-nerves, recording talks, dialogues, dramatic skits, musical programs and interviews to be shortwaved to Europe via the OWI. Project takes place at Indiana U, under direction of Harry J. Skornia, director of radio broadcasting and former program manager of WIRE, Indianapolis. In the University studio are (l to r): Prof. Agapito Rey, Spanish Dept. faculty; Kiril Liaptcheff (who speaks Bulgarian); Ellen Gutman, German born, French educated; Ralph Hayn, German born; Jean Artaud, Haitian graduate student. Director Skornia can be seen at work in the control room.

GRASS ROOTS TEST
Blue Tries Program Ideas On Sneak Preview

PUBLIC REACTION to projected program series is tested on the BLUE through *Sneak Preview*, a weekly series inviting the listener to express his opinion on "samples" of programs submitted by agencies, producers and other sources. While admitting the plan may draw some poor-quality material, Phillips Carlin, vice-president in charge of programs, says " . . . we think that *Sneak Preview*, by going direct to the public and asking for an opinion, will offer us a good register of audience reaction before we go to the expense and time involved in putting on a complete series."

First broadcast, July 4, was *America the Beautiful*, dramatizing the significance of this country to foreign-born adults about to become citizens. Producer and announcer will be changed with each broadcast. If public reaction is favorable, the "sample" will be developed into a series and aired at a different time.

DISCS or recordings containing personal messages cannot be sent to soldiers overseas, according to a War Dept. regulation designed to safeguard against the transmitting of secret military information. Transmittal of personal message discs within the United States is permitted.

IT'S ALL PART OF THE SAME SHOW

Yes, sir—it's all a part of the same show—all for the price of one. Some watch the main ring, but there are just as many who come to see the other acts.

Don't forget—they're all WGN listeners—they're all WGN fans. They're all a part of the same show.

The same things that attract Chicagoans to WGN, that cause them to vote WGN—"Chicago's outstanding radio station"—also attract midwesterners in a wide five-state area.

WGN is their community station, and whether it is for information or entertainment, they turn first to WGN.

No wonder advertisers place more local and spot business on WGN than on any other major Chicago station

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

MUTUAL BROADCASTING SYSTEM

Canada Bans Group-Owned Stations

Control of Commercial Licenses Tightened By New Ruling

By JAMES MONTAGNES

UNEXPECTEDLY the official *Canada Gazette* at Ottawa on July 3 carried an amendment to the Canadian Broadcasting Act tightening control of licenses for private commercial broadcasting stations and prohibiting ownership of more than one station by any individual or company. The ruling affects some ten groups of privately-owned Canadian stations, and puts into effect a recommendation made last year by the Parliamentary Committee on Broadcasting.

The new regulations provide that "except with the permission of the Minister, given upon the recommendation of the Canadian Broadcasting Corp., no person shall be licensed to operate more than one station and no license shall be issued to a company owned or controlled by a company holding a license."

License Conditional

The issue of a license is also made conditional on the licensee being the owner of the station and upon the ownership not being transferred directly or indirectly without the permission of the Minister. The station must be actually operated by the licensee, or by bona fide employees, although this condition may be rescinded by the Minister acting on the recommendation of the CBC.

The regulations are also extended to enable the Minister to require returns, to be made by the licensee, of the revenues, profits and expenditures of the station and any other information to ensure that the station is operated in the national interest and for the benefit of the community in which it is located.

Owners of group-owned stations are of the opinion that the new amendment will not break up their groups of stations, but that the ruling is meant for future applications for group-owned stations. In the past year there have been no changes in the ownership of stations nor additions to groups of stations. Whether, when licenses are up for renewal next April 1, the regulation is to be enforced is a question on which no ruling could be had.

Group-Owned Stations

Group-owned private stations in Canada include CKAC and CHLP, Montreal, owned by Senator P. R. du Tremblay, and affiliated with the Montreal dailies *La Presse* and *La Patrie*; CKCK and CJRM, Regina, Sask., and CJRC, Winnipeg, owned by the Sifton newspaper group and affiliated with the *Regina Leader-Post, Winnipeg Free Press* and *Saskatoon Star-Phoenix*; CJCA, Edmonton, and CFAC, Calgary, owned by the Southam newspapers and affiliated with the *Edmonton Journal* and *Calgary Herald*; CJOC, Lethbridge, Alta., CKOC, Hamilton, Ont., CJVI, Victoria, B. C., and CKWX, Vancouver, owned wholly or in part by Taylor, Pearson & Carson Ltd., Calgary; CKWS, Kingston, and CHEX, Peterborough, Ont., owned by Senator Rupert Davies and affiliated with the *Kingston Whig-Standard* and *Peterborough Examiner*; CFCH, North Bay, CJKL, Kirkland Lake, CKGB, Timmins, Ont., CKRN, Rouyn, CKVD, Val d'Or, CHAD, Amos, Que., owned wholly or in part by Northern Broadcasting & Publishing Co., Timmins, Ont., and affiliated with the *Timmins Daily Press*; CHLN, Three Rivers, and CHLT, Sherbrooke, Que., owned by Senator Jacob Nicol and affiliated with the *Sherbrooke La Tribune* and *Three Rivers Le Nouvelliste*; CHNC, New Carlisle, Que., and CKNB, Campbellton, N. B., owned by Dr. Charles Houde, New Carlisle, Que.; CKY, Winnipeg, and CKX, Brandon, Man., owned by the Manitoba provincial government; CFBR, Toronto and CKLW, Windsor-Detroit, owned wholly or in part by the Rogers family in Toronto; CKCW, Moncton, N. B. and CHSJ, St. John, N. B., owned by the newspapers *Moncton Transcript* and *St. John Telegraph-Journal and Times-Globe*.

CBC Manager Opposes Private Network For Canada at Parliamentary Hearing

ESTABLISHMENT of a privately-owned radio network in Canada would result in one primarily Canadian and one primarily American chain serving the Canadian people, Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp., told the Parliamentary Committee on Radio Broadcasting at Ottawa on July 2. "Whoever controlled any network in this country would wield enormous power—almost incalculable power—possibly more than that of the Canadian press," Dr. Thomson told the committee in answer to questions on the effect on the CBC of the establishment of a privately-owned broadcasting network. He also stated that establishment of such a network would require an investment of at least $10,000,000, and such a network would inevitably look largely to the United States for its program content.

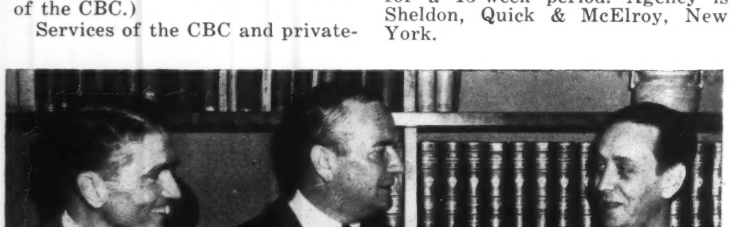
(Under the Canadian Broadcasting Act only the CBC may operate a network, but this allows small regional networks to be established for commercial purposes, without using CBC stations, but under CBC sanction. No networks can be set up in Canada without permission of the CBC.)

Services of the CBC and privately-owned stations are "supplementary" and not competitive, Dr. Thomson told the Committee. He stressed the fact that the CBC and the private stations are not competing but co-operating. He said there are 79 private station licenses now held in Canada, and no new ones have been issued during the past year.

The possibility of creating a regulatory body similar to the Canadian Board of Transport Commissioners, rather than a body concerned with the CBC as at present, was suggested by one committee member, Rev. E. G. Hansell, National Democracy member for MacLeod, Alberta. He pointed out that care should be taken to avoid any monopoly of Canadian radio, either by government or otherwise.

Hires in 12 Markets

CHARLES E. HIRES Co., Philadelphia, an extensive user of spot radio up until several years ago, is using announcements to supplement a newspaper campaign in behalf of its root beer. Drive started around July 1 and entails live announcements in about 12 small markets for a 13-week period. Agency is Sheldon, Quick & McElroy, New York.



ON BUSINESS BASIS NOW, Russ Johnston (right), new Hollywood radio director of McCann-Erickson, discusses last minute program details with his former CBS colleagues. Erstwhile CBS Pacific Coast program sales director was named to the agency post in late May and currently produces *Fiesta Night at Grapevine Rancho,* half hour CBS series sponsored by Schenley Distillers Corp. (Roma wines). Network pair are Hal Hudson (left), formerly Pacific Coast program manager who succeeded Mr. Johnston as program sales director; and Donald W. Thornburgh, who is Columbia's West Coast vice-president.

INVASION
Anticipated in CBC Instruction —On Casualty Reports—

URGING RESTRAINT in programming during the forthcoming European invasion, E. L. Bushnell, general supervisor of programs of Canadian Broadcasting Corp., held a closed-circuit talk with all CBC affiliated and supplementary stations recently. He said in part:

"At a time when our Canadian boys will be taking great risks, it will be an obligation to be continuously sensitive and alert for anything that under the circumstances may be in bad taste. That does not mean that we should strike any sombre note in our programming; people will need what solace radio can give in the way of entertainment and good cheer, more perhaps than at any other time."

Mr. Bushnell suggested guarding against expressions of sympathy which, though given in all honesty of purpose," might sound a false note because of our remoteness from the lives and backgrounds of those who have suffered a loss. I do not think we should ever try to express direct sympathy in radio programs.

"It all boils down to a matter of intelligence, good taste, and sensitivity for the feelings of others."

CBC Has Four Mobile Units Active in Britain

FOUR MOBILE UNITS and a full complement of technical personnel now comprise the Canadian Broadcasting Corp. Overseas Unit in Great Britain, the CBC announces. Oldest unit of the quartet is a car sent over in 1939 which went through the Battle of Britain. The other three units are lighter and more maneuverable army vehicles suitable to field work.

In addition, there is a studio recording set-up in England and a field recording unit which can be used anywhere in the field, remote from the mobile units. Each of the field units include microphones, amplifiers and portable recording equipment operated from batteries.

The technical staff is headed by Art Holmes who went overseas with the first unit in 1939, recorded the Battle of Britain, and after spending the past year at CBY, Toronto, on furlough, is now back in Britain. Assisting him are A. J. McDonald of CBL, Toronto; F. P. Johnson of CBK, Watrous, Sask.; L. R. Moore and J. Beauregard, from the CBC Montreal studios, and F. H. Wadsworth, of CBC, Toronto.

Newscast Commercials Limited by CBC Order

UNDER NEW regulations governing sponsorship of news on Canadian stations, which went into effect July 1 [BROADCASTING, May 31], the number of advertising announcements has been limited. J. R. Radford, supervisor of station relations for the CBC, which administers the regulations, said in a circular letter to all stations: "For news broadcasts of ten minutes' duration or more, only one advertising message is permitted and this must come at the opening of the broadcast. The closing announcement must be confined to the mention of the sponsor's name."

FIREPOWER . . . DIRECTED

WHEN YOU BUY radio time, take a tip from the Army. Make sure you are buying not only fire power but also the *means to direct it.* Those big guns are more than just barrel and breech; about ¾ of those babies is directing mechanism. The gun would be useless if they couldn't call the range, aim, and fire . . . on target.

When you buy radio time on the Pacific Coast, make sure you choose the only network that can aim at *and hit* all the markets. Buy the only network with enough stations to direct your message to all the radio homes. Many markets out here cannot be successfully covered by long-range broadcasting because of the surrounding high mountains. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. Advertisers can blast away *on target* . . . everytime.

If your advertising message is important enough for all the radio families on the Pacific Coast to hear, use the *only* network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., General Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

Navy Finds Magnetic Wire Recorder Useful in Ship and Shore Operations

MAGNETIC SOUND recorder, whose modern form is the portable wire recorder now in experimental use for news broadcasting [BROADCASTING, June 28, April 26] is the earliest known patented recording equipment, Com. Clifton G. Grimes, head of the Interior Communications and Fire Control Section of the Navy's Bureau of Ships, told BROADCASTING last week. Apparatus using magnetism to record sound was patented in Denmark in 1857.

Ordered a year ago for use aboard ship and at Navy headquarters, 350 portable wire recorders, manufactured by hand at the Armour Research Foundation, a branch of the Armour Technical Foundation in Chicago, have been installed in battleships, carriers and cruisers. A number of these machines are also being used at Navy headquarters in Washington.

They are being asked for in increasing numbers by the Marines, and a month ago a few were sent to Canadian naval headquarters for experimental use. OWI in New York is believed to be using one set to record foreign shortwave broadcasts. The Associated Press has also asked the Navy for several recorders on loan.

According to Com. Grimes, these machines record telephone conversations on board ship during battle to provide a supplement to the ship's log. Study of the playback later furnishes a picture of battle action and an accurate account of timing. The recorder helps overcome a disadvantage suffered in the last war from lack of complete and accurate records, Com. Grimes explained. "A ship's log doesn't amount to much when you start looking around for it after a battle," he commented.

Recorders monitor all radio circuits and record conferences on shipboard. In addition, when long letters must be sent, dictation into the recorder saves time, space and labor. In the last year, all types of recording equipment have been tried—cylinder, disc, film and wire. Since the wire recorder can be used in any position, even upside-down when a ship starts rolling, it will soon replace the other types.

Many times the number of recorders now in use are on order and will be manufactured on a mass production basis by General Electric under an agreement with the Armour Foundation. Present plans call for several hundred recorders for shore headquarters in and out of the country, as well as a far greater number to be used on warships.

As far back as ten years ago, the Navy's Bureau of Engineering played with the idea of a magnetic wire recorder, and worked with Bell Laboratories, which carried on experiments in conjunction with telephone testing, to produce a workable model. The apparatus had never been practicable before because of the need for exactly the right magnetic material as a tape. Bell used steel tape three-sixteenths of an inch wide to record conversation in telephone lines for testing frequency response, and as a source of transmission for testing telephones. However, Bell dropped further experiment with the recorder. The machine's present use and development are a direct outgrowth of the war.

Bottle Business

WITH glass plants jammed to capacity, soft drink and milk bottlers have growing interest in the return of their containers to retail dealers so they can be used again. Example: Quickie campaign of announcements being launched in Twin Cities, with Graves & Associates as agency. KSTP, Minneapolis-St. Paul, gets two weeks of announcements, financed by bottlers.

WFBM Inc
INDIANAPOLIS, IND

June 23, 1943

Mr. Basil A. Caparell
International News Service
235 E. 45th Street
New York, N. Y.

Dear Mr. Caparell:

Greetings to INS from the "Crossroads of America".

Not infrequently, have we here at Indianapolis passed on the word about the excellent job being done during these critical times by International News Service. Personally, I have talked with Jep Cadou to express our gratitude for the solid and accurate reporting done by the local bureau, but all too seldom do we take the time to inform New York and Washington - to say nothing of your staffs abroad - of their indispensability.

As one whose job it is to serve the public thru an information medium, I am constantly aware of the obligation entailed and the inflexible demand for accurate reporting. While we team INS with another press service, let me assure you without solicitation, that your performance in the face of formidable opposition, has been little short of remarkable. Many of your staff I've met personally while in New York and Washington. More than ever, do I appreciate the job they're doing.

Best wishes for continued success.

E. Gilbert Forbes

E. Gilbert Forbes
News Editor - WFBM, Inc.

Thank you, Mr. Forbes

CBS

INS

Newspapers to Reduce Paper by Additional 5%

NEWSPAPERS were ordered to make an additional 5% cut in newsprint consumption for the third quarter of 1943, when the WPB last week adopted an Industry Advisory Committee recommendation of June 17 [BROADCASTING, June 21]. The new cut, like the 10% slash ordered earlier in the year, will be on a graduated scale with only the heaviest paper consumers feeling the full 5% pinch.

The WPB printing and publishing division issued L-294, calling for a saving of paper stocks by eliminating one-third of paper and paperboard in printed displays for windows, counters, floors and shelves.

IN THE NATION'S NO. 1 MARKET IS... WOV

the plain facts are these:

BETWEEN THE HOOPER CHECKING HOURS OF 7:30 AND 10:00 P. M. YOU CAN REACH THE *MOST* RADIO HOMES AT THE *LOWEST* COST PER 1,000 OF *ANY* INDEPENDENT RADIO STATION IN NEW YORK . . . at less than 1/2 the cost of the next ranking station and at 1/6 the cost of the lowest ranking station.

STATION AUDIENCE AND COST

	7:30 — 7:45 P.M.	7:45 — 8:00 P.M.	8:00 — 8:15 P.M.	8:15 — 8:30 P.M.	8:30 — 8:45 P.M.	8:45 — 9:00 P.M.	9:00 — 9:15 P.M.	9:15 — 9:30 P.M.	9:30 — 9:45 P.M.	9:45 — 10:00 P.M.
WOV No. Homes Listening	49,589	29,170	35,004	29,170	37,921	29,170	29,170	40,838	35,004	29,170
Cost, 1000 Radio Homes	$1.80	$3.00	$2.58	$3.00	$2.30	$3.00	$3.00	$2.15	$2.58	$3.00
STATION A No. Homes Listening	49,500	33,000	19,600	13,200	26,400	16,500	9,900	13,200	19,600	16,500
Cost, 1000 Radio Homes	$5.15	$7.60	$12.80	$19.00	$9.50	$15.50	$26.50	$19.00	$12.80	$15.50
STATION B No. Homes Listening	101,618	32,780	22,946	19,668	22,946	13,112	13,112	16,390	26,224	13,112
Cost, 1000 Radio Homes	$2.50	$7.80	$11.00	$13.00	$11.00	$19.25	$19.25	$15.50	$9.60	$19.25
STATION C No. Homes Listening	16,500	33,000	19,600	26,400	23,100	19,600	13,200	13,200	16,500	23,100
Cost, 1000 Radio Homes	$18.00	$9.00	$15.00	$11.25	$13.00	$15.00	$22.75	$22.75	$18.00	$13.00
STATION D No. Homes Listening	29,780	29,780	35,736	47,648	35,736	23,824	20,846	26,802	23,824	35,736
Cost, 1000 Radio Homes	$5.25	$5.25	$4.40	$3.35	$4.40	$6.70	$7.60	$5.90	$6.70	$4.40

SOURCE:

No. Homes Listening based on C. E. Hooper, Mar.-Apr. 1943, computed as a percentage of stations' published primary listening areas.

Cost per 1,000 Radio Homes based on published one-time-quarter-hour rate.

WOV... FOR VICTORY

NEW YORK

Ralph N. Weil, General Manager—Joseph Hershey McGillvra; National Representatives

Small Towns Show Biggest Sales Jumps

ACCORDING to *The Nielson Researcher*, small grocery stores have experienced a sales increase of 39%; medium stores, 25%; large stores, 13-18%.

This condition, says the *Researcher*, is largely caused by "the fact that over half the small stores are located in small towns, thus benefitting directly from sharply increased rural income".

But all this is nothing new to advertisers who have studied the No. 1 Farm Market. According to Dr. Wendell R. Smith, U. of Iowa, the No. 1 Farm Market has long been the complete reverse of the national pattern, with cities of 100,000 or more population accounting for only 10.6% of the total retail sales.

If you want to reach the rural families of this area, you need the station that programs exclusively for them—that devotes 70% of its broadcasting time to the 3,000,000 people who live in its primary counties.

For the full facts, get our latest Market Data Brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FCC Eases Rule On FM Service

Suspends Regulation Limiting Duplication of Programs

RELAXATION of restrictions regarding duplication of standard broadcast programs on FM stations and rules governing other special services are contained in an order issued July 6 by the FCC. Announcement of the Commission's action follows in full text:

Because the demands of the military have greatly decreased the supply of trained personnel available for broadcast station operation, the Commission en banc today adopted Order No. 111-A which further relaxes Section 3.261 of its Rules with respect to minimum operating requirements of high-frequency (FM) stations. Order 111-A continues the requirement that each FM station shall render at least 6 hours program service each day, except Sunday, between 6 a.m. and midnight, but suspends the requirement that two hours of this service shall be devoted to programs not duplicated simultaneously as primary service in the same area by any standard or any high frequency broadcast station.

It is noted, however, the Commission did not suspend that section of its Rule 3.261 which places upon each FM licensee the duty to develop, insofar as possible, a distinct and separate broadcast service from that otherwise available in the service area.

At the same time, the Commission announced that it will authorize technical changes in the operation of high-frequency (FM) television and noncommercial educational broadcast stations during the war period, where desirable to conserve equipment, particularly vacuum tubes, or where necessary to permit continued operation of a station, provided such changes are consistent with the maintenance of a substantial public service. Under this arrangement, licensees may file with the FCC informal requests to reduce operating power or to make other changes in the operation of authorized equipment. In view of the difficulty of obtaining replacement tubes and equipment and the shortage of skilled personnel needed in effecting repairs, the Commission feels this simplified procedure will aid in maintaining continuous FM and television service during the war.

TRANSFER OF WKBV PERMITTED BY FCC

WILLIAM O. KNOX, principal owner of WKBV, Richmond, Ind., was last week granted permission by the FCC to transfer control of Knox Radio Corp., licensee of WKBV, to Central Broadcasting Corp. for a total of $30,000.

Officers and directors of the new corporation and their stock ownership is as follows: Gerald F. Allbright, president, 750 shares; Wilfred Jessup, vice-president, 25 shares; Eugene E. Alden, secretary, 25 shares; Josephine Mason, 200 shares.

Original application [BROADCASTING, Feb. 8, March 22, 1943] credited Rex Schepp, former owner of 25% of WPAT, Paterson, N. J., and now commercial manager of WIRE, Indianapolis, with 125 shares and Central Newspapers Inc. with 750 shares. Central Newspapers, a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis; WAOV, Vincennes, Ind., and Oklahoma Newspapers Inc., publisher of the El Reno *Daily Tribune*.

An amended application later eliminated the names of Mr. Schepp and Central Newspapers, adding that of Josephine Mason and realigning the share holdings of Messrs. Allbright, Jessup and Alden.

DRUGGISTS' BIG YEAR

Milwaukee Group Honors Station Manager After WISN Program Proves Radio's Value

FIRST SUCCESSFUL YEAR of broadcasting by Milwaukee County Pharmacists Assn. on WISN, Milwaukee, was celebrated by (l to r) Thomas D. Connolly, CBS program director; Maj. E. M. Stoer, general manager of Hearst Radio Inc.; Gaston Grignon, WISN general manager; John W. McPherrin, editor of the *American Druggist*, and Hugh O'Malley, production manager of the Milwaukee station.

TO SHOW their appreciation of the results of the *Know Your Druggist Better* program on WISN, Milwaukee, the Milwaukee County Pharmacists' Association held a First Anniversary Party for the program, with Gaston W. Grignon, WISN general manager, as guest of honor.

More than 675 persons attended the affair at the Crystal Ballroom of the Schroeder Hotel, with Thomas D. Connolly, CBS program promotion director; John W. McPherrin, editor of *The American Druggist*, and Maj. E. M. Stoer, general manager of Hearst Radio Inc. among the speakers.

The *Know Your Druggist Better* program had its inception at a preliminary meeting of Mr. Grignon; Hugh O'Malley, WISN promotion manager, and Woods Dreyfus, WISN program director, with the officers of the county druggist organization about 18 months ago. As finally put on the air, the program consisted of opening and closing announcements selling the neighborhood druggists' special services, and a dramatized version of little-known facts about the druggists' part in the development of modern science.

Program was inspired by Mr. Grignon's idea that the druggist needed the magic touch of public relations to keep his services sold to the people of the neighborhood. Idea created so much good will that the pharmacists decided to show their appreciation with a party for Mr. Grignon and his staff.

Feature of the party was the lighting of a four-foot birthday candle, symbolizing the first anniversary of the program.

Other guests at the party, in addition to WISN officials and the speakers, were Haydn Evans, manager of WTAQ, Green Bay, which will carry the program soon as a result of an arrangement to pipe it from WISN; Frank L. Taylor, publisher of the *Milwaukee Sentinel;* Roy Miller of the Katz Agency, and leaders of the Pharmaceutical Assn.

Adm. Noble on MBS

NAVY PROGRAM on Mutual, *For Victory*, will use its half-hour on July 16 to tell how British and American navies are coordinated. Chief of the British Naval Mission to this country, Adm. Sir Percy Noble of the Royal Navy, will appear on the show, with several U. S. naval officers. Capt. Michael Kernodle will tell how the *Wasp* carried planes to Malta; Rear Adm. O. C. Badger's subject is coordination and planning and Lt. Col. John P. Hill, who has been observing training in England, will tell how Marines are trained to land and establish beachheads. The Navy School of Music Band and Chorus provides the music on the show.

DOMESTIC DIATHERMY Co., New York, has been ordered by the Federal Trade Commission to cease advertisements which are alleged to misrepresent the therapeutic properties of a device called "Domestic Short-wave Diathermy".

Home Products Expands

AMERICAN Home Products Corp. (drugs, food, household products) has acquired the Belle Center Creamery and Cheese Co., Ohio producer of cheese, butter and dairy products and its affiliate, O.M.S. Corp., producer of milk sugar. This is the fourth expansion step of American Home Products this year, the firm previously buying Ayerst, McKenna & Harrison, Canadian drug firm; G. Washington Coffee Refining Co., and E. E. Bartes Inc.

Forum Shifted

WITH sponsorship on Mutual by Serutan Co., Jersey City, of A. L. Alexander's *Mediation Board* in the Sunday 8-8:45 p.m. spot, effective July 11, MBS is shifting Theodore Granik's *American Forum of the Air* from Sunday to Tuesdays 8-9 p.m., thus expanding the forum program from 45 minutes to a full hour. It will continue to originate from the Hotel Shoreham in Washington.

PACEMAKING....*

In the early hours of last Wednesday (July 7) the New England and New York State sections of the Special 24-hour AP Radio Wire were converted from 40 to 60 words per minute, thereby increasing the speed and volume of news delivered to affiliated stations.

This method of making the change regionally was adopted in order to spare all affiliated stations as much inconvenience as possible during the change-over.

Other sections of the wire are being brought to the increased speed on systematic schedule—in keeping with our policy of first testing and proving the new operation area by area.

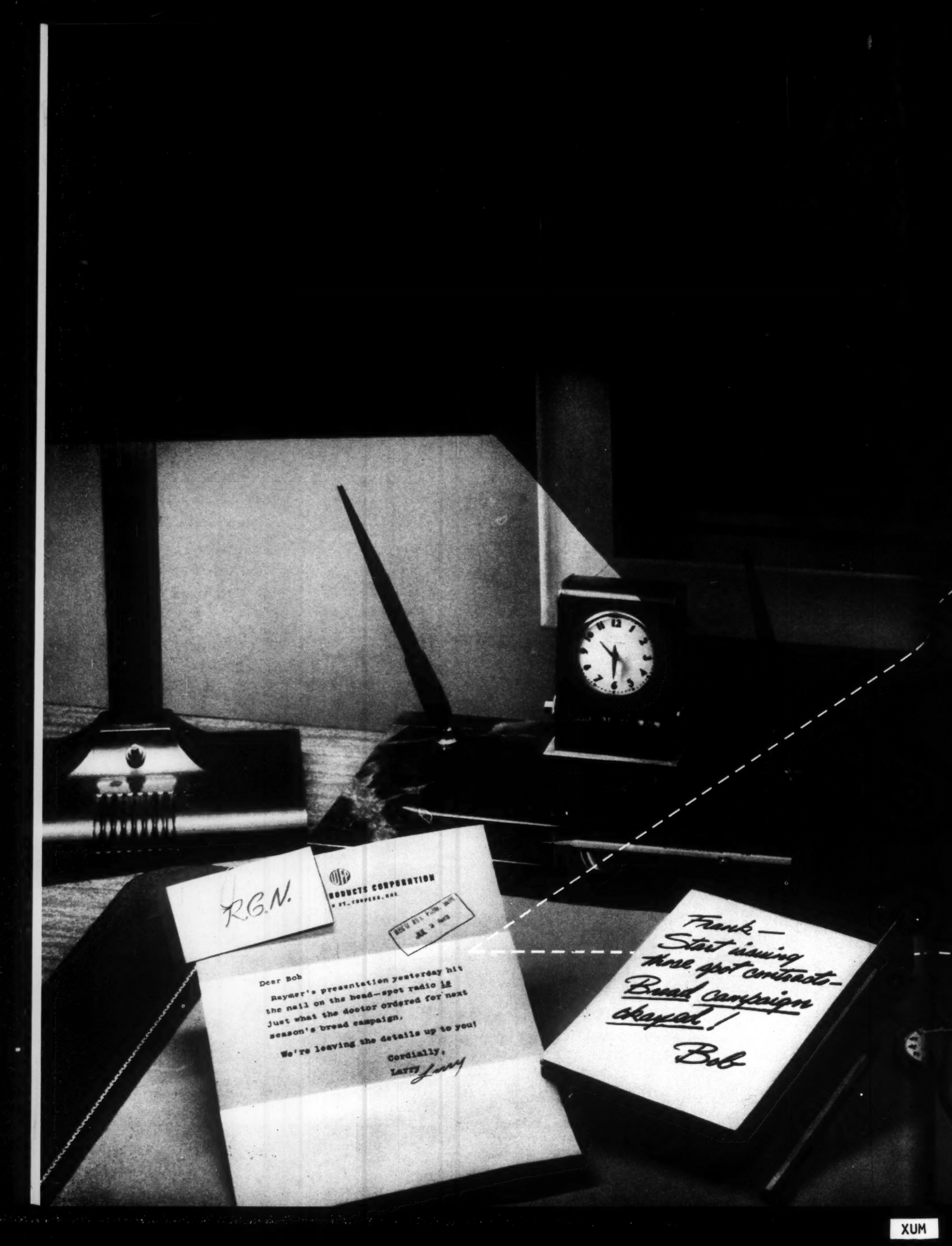
We are confident that all affiliated stations will bear with us during this conversion period, knowing as they do that every pacemaking innovation we have made since inauguration of the Special AP Radio Wire in 1941 has been responsible not only for better news coverage for themselves, but for radio generally.

Press Association, Inc.

Radio subsidiary of The Associated Press

50 Rockefeller Plaza, New York, N. Y.

*This increase in speed and volume of AP radio news, like all other pacemaking innovations by PA, is without any additional charge whatever to affiliated stations.


R.G.N.
PRODUCTS CORPORATION
Dear Bob
Raymer's presentation yesterday hit the nail on the head—spot radio is just what the doctor ordered for next season's bread campaign.
We're leaving the details up to you!
Cordially,
Larry
Frank—
Start issuing those spot contracts—
Bread campaign okayed!
Bob

XUM

At The Start

Your business sometimes starts like this. The orders you receive result from an idea some one properly presented.

We like to do our part in creating spot campaigns. This requires a comprehensive knowledge of *all* advertising media and above all the confidence and respect of the advertising agencies.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

The FCC Mess

THE ARMY, NAVY, Congress and the broadcasting industry, it seems, are all out of step —with Chairman Fly.

Mr. Fly's utterances against the Cox Select Committee investigating the FCC and its general counsel (whom he chooses to call its "Wall Street mouthpiece") probably rank with the Wallace-Jones feud, now showing in Washington, for intemperance and vitriol. He calls the committee charges, preferred at the opening day of the Cox inquiry, a "tissue of falsehoods". Secretaries Stimson and Knox—not the Cox committee—wrote to President Roosevelt asking that the FCC be relieved of its so-called radio intelligence functions.

In his July 4 press release (which he must have regarded as a sort of personal Declaration of Independence), Mr. Fly broke loose with a brand of invective seldom heard even in this warring community of frayed nerves and short tempers. Heretofore he has refrained from public utterances about the inquiry, having left them to his colleague, Commissioner Durr. Mr. Durr's efforts to disqualify the committee chairman repose in a Judiciary Committee pigeonhole.

Working for the War

Mr. Fly talks of the highly valuable war work of the Commission, which consumes 75% of the FCC's budget of about eight million dollars. He repeatedly has told committees of Congress that much of this work has been done at the "request" of Government war agencies. In the light of the statement of Adm. Leahy, Chief of Staff to Commander-in-Chief Roosevelt, and the observations of the combined Chiefs of Staff, that the better prosecution of the war will be served by ending these FCC functions, it's difficult to fathom how Mr. Fly can justify his contentions.

Mr. Fly dramatically lumps in his press release the allegation that the "radio monopoly" and "the military" have joined forces "to wreck the FCC" and are "all moving in for the kill". Those are rash charges, difficult, if not impossible, to prove. To talk in such terms of the military in these times hardly helps morale.

The insinuations against the "radio trust" are illogical and dreamed-up. Contrary to the Fly charge that large interests in the industry are working hand-in-glove with Chairman Cox, the committee is known to feel that certain prominent people in the industry have sought to undermine, rather than to expedite its inquiry. Not even the ordinary cooperation accorded committees of Congress has been extended to the Cox committee, it is charged.

The FCC is entitled to its day before the committee. The hearing has just started. We naturally assume the committee will hear members of the FCC.

Chairman Cox, we believe, treated General Counsel Denny of the FCC too harshly at the opening day's session, by cutting him off and threatening to eject him.

But the FCC has done the same on occasions. Chairman Fly, for example, refused to permit Elisha Hanson, as counsel for the American Newspaper Publishers Assn., to voice his views during the newspaper divorcement hearings, and, we recollect, in effect told him to shut up.

A big play is being made by Mr. Fly on Rep. Cox's purported acceptance of an alleged $2,500 fee for representing an Albany, Ga., station. This matter was referred to the Dept. of Justice by Mr. Fly. The department hasn't seen fit to proceed. Mr. Fly more than infers that Mr. Cox didn't introduce his inquiry resolution until *after* the charges had been brought on the Albany matter. Our recollection, information and belief is that the resolution originally was introduced in February, 1942—months before the Albany matter saw the light of day —and that the reference to the department came afterward.

It isn't to be expected that the House committee's inquiry will be what judicial purists might call "impartial". Such inquiries seldom are. We don't have the impression that FCC proceedings have been "judicial" or have followed "due process". The courts repeatedly have overruled the FCC because of its failure to permit aggrieved parties to intervene or participate in proceedings before it; the Supreme Court has reversed the FCC twice in recent months in such cases.

Last January the House, by almost unanimous vote, ordered this investigation of its creature—the FCC. No one can gainsay it that right.

We believe the FCC has gone afield in many ways. We do not believe that all the "charges" levelled against the Commission by the committee hold water. We believe Mr. Fly has gone overboard in his allegations against the military and his loose talk about the "radio monopoly". The issue has been joined. It's up to Congress to resolve the situation as speedily as possible.

Or perhaps the President, as he did once before, should take steps to "clean up the mess".

That Day's Work

"IF PROOF were ever needed of the power of radio in reaching the American people in their homes, the experience of the War Shipping Administration in its recruiting campaign could be cited. Asked by a Government agency to help it in accomplishing a difficult task, the American radio demonstrated not only its strength but its patriotism and generosity. This * * * * deserves the sincerest gratitude of the Government and the country at large."

That is the story told by Marshall E. Dimock, Assistant Deputy Administrator for Recruiting and Manning of WSA in a letter to BROADCASTING, published in this issue. The Merchant Marine needed more than 100,000 officers and seamen to carry supplies to our fighting men the world over. The job was done, with radio contributing its bit, as always. Mr. Dimock says his office was "literally astonished" at the response from radio's appeals.

Radio accepts the acclaim with customary thanks and reserve. It's all part of a day's work devoted to the public welfare. It fits the pattern followed by the Detroit stations in helping quell the race riots, and of KFXJ, at Grand Junction, Col., in calming the populace as the town appeared under enemy bombardment when two carloads of munitions caught fire.

As we said in these columns last week, it's part of radio's job as an *essential* industry.

Our Respects To —

WESTON HILL

DURING April and May of this year, manufacturers and advertising men who take time out to read the trade papers in their respective fields were hit right between the eyes by a full page advertisement headed: "A New Kind of Advertising Agency Is in The Making". Copy related proposed policies on the new agency with special emphasis on post-war planning. It was a "blind" ad.

The copy was prepared by a copywriter who is a copywriter's copywriter and also a student of test copy. He is Weston Hill, heading the "New Kind of Advertising Agency" under the name of Hill Advertising Inc., recently opened for business at 250 Park Ave., New York, and ready to open his first branch office in Chicago.

This type of copy was a departure from the old formula in advertising agency procedure that in order to get new accounts, the prospective client must be contacted in person, meet with the board of directors, show visuals, sample advertising copy and other client-winning bait. And the startling result of the "blind" ad was that it not only brought inquiries, but brought one piece of business without solicitation of any kind. In fact, it put West Hill in business.

The future of radio as an advertising medium is occupying the Hill mind at the present time. Radio as a selling medium rather than a mere supporting medium to other advertising, has not even had its surface scratched, Hill thinks. Too often, radio is used merely as a glorification for a campaign by the advertiser who sits in the sponsor's booth and knows the stars by their first names—and not often enough as a medium for pulling traceable sales results out of the listening audience.

So far, Hill says, the only forms of radio showmanship pulling traceable sales results have been daytime strips and minute spots, both of which in order to be successful, have to conform to definite patterns. Therefore, as radio develops as a selling medium, Hill thinks it will find some pattern that does a sales job in the evening—whereupon radio will cease to be a plaything for large advertisers and will become, instead, a method of personal salesmanship as daytime shows and minute spots are now.

Born in Joyce Kilmer's town, New Brunswick, N. J., 47 years ago, Hill "prepped" at Leal's School, Plainfield, N. J., and later went to Hamilton College, Clinton, N. Y. He played football at Hamilton. His first advertising job was with the old Hanff-Metzger Agency in 1916. Hill saw active service in World

(*Continued on page 38*)

XUM

SQUIBB
True Story
WOODBURY
Tek
PEPSI-COLA
REM
"...to be continued!"
STANBACK HEADACHE POWDERS
FOODEX
This success story is a tale that never ends. Each week big national advertisers join Station WITH's ever-growing roster of famous names in radio.

Many *causes* dictate their purchase of the fastest-growing station in radio. Tempo programming, lively presentation, a booming market . . . are but a few.

But there's one *effect!* More sales per dollar invested. Learn now what so many other merchandisers have discovered: On a cost-per-dollar basis, WITH does a great job in Baltimore.

Jergens
MEDREX
WITH
—the people's voice in—
BALTIMORE
Quink
VITAMINS Plus
ON THE AIR 24 HOURS A DAY—SEVEN DAYS A WEEK!
Crosse & Blackwell
Thomas Tinsley, President
Represented nationally by Headley-Reed
RESINOL
MERCIREX
ROYAL CROWN COLA
DENTYNE

Personal NOTES

MERLE H. TUCKER, assistant manager of KOB, Albuquerque, N. M., has been elected general chairman of the combined National War Fund-Community Chest campaign to be held October 1943. An Albuquerque citizen only a little over a year, Mr. Tucker is the youngest man to fill this job.

A. E. JOSCELYN, general manager of WCCO, has been elected a director of the Better Business Bureau of Minneapolis.

R. SANFORD GUYER, manager of WBTM, has been appointed associate representative of the Treasury Department War Bond Staff for the State of Virginia.

GEORGE CHANDLER, owner and manager of CJOR, Vancouver, has received his lieutenant's commission in the Canadian Reserve Army Signal Corps.

LOUNSBERRY D. BATES, formerly on the legal staff of the British Ministry of Supply Mission, has been named an attorney in the CBS legal department, according to Julius Brauner, CBS general attorney.

GEORGE L. MOSKOVICS, Pacific Coast sales promotion director of CBS, has returned to his desk following a week's stay in Salt Lake City where he addressed two sessions of the Inter Mountain Radio Council meeting at U. of Utah.

ROBERT L. STODDARD, sales manager of KFBK, Sacramento, has been appointed manager of KOH, Reno. He succeeds Hewitt Kees, who is being inducted into the Army.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, currently is in New York for an MBS directors' meeting and two-week conferences with MBS executives.

RUSS WINNIE, assistant manager of WTMJ-W55M, Milwaukee, has been named to the local Community War Chest public relations committee.

ALVIN B. SHEEHAN, assistant general manager at WCCO, Minneapolis, has been appointed director and producer of the Aquafollies, major event of the 1943 Minneapolis Aquatennial, July 30 to August 8.

DAVID FREDERICK, publisher of *Tide* Magazine, has resigned from the magazine to become an editor in the Army Publications Division. Replacing him, effective immediately, is Edwin F. Thayer, former Eastern advertising manager of *Advertising Age*, and advertising manager of *Industrial Marketing*.

WILLIAM (Bill) SMITH, assistant manager of WAYS, Charlotte, N. C., is to leave soon for Mississippi, to begin training in the Army Engineer's Corps.

BERNICE OTTNEY has joined the WGAR, Cleveland, engineering staff after completing Government radio courses and serving on WBOE, Cleveland's board of education station.

F. W. (BILL) MEYER, owner of KMYR, Denver, has been visiting Washington, New York and Chicago on station business.

Edward F. McKay

EDWARD F. McKAY, legal assistant to FCC Commissioner Paul Walker, died July 4 of uremic poisoning after an illness of two weeks. Mr. McKay formerly managed the Oklahoma Utilities Assn. and was well-known in newspaper circles in Oklahoma.

ALBERT SWINSKY JR. DIES AFTER INJURY

ALBERT SWINSKY Jr., 46, vice-president and general manager of the *Dallas Times Herald* and president of the KRLD Radio Corp., died last Tuesday as the result of complications arising from internal injuries incurred May 11 in a fall at his home. Funeral services were held last Thursday.

Mr. Swinsky was one of the original directors of KRLD and became president after the death Aug. 11, 1941 of E. J. Kiest, owner and publisher of the *Times Herald* for more than 40 years and also owner of KRLD, Dallas. Tom C. Gooch, who succeeded Mr. Kiest as publisher, is chairman of the board of the station.

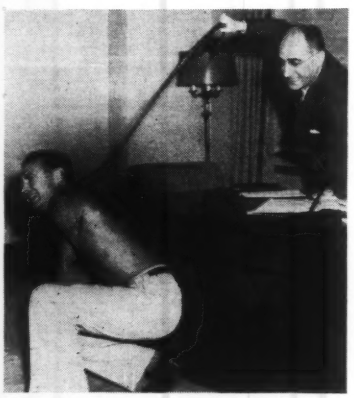
Starting with the Dallas paper as a route carrier in 1910, Mr. Swinsky rose rapidly. In 1914 he left the circulation department and joined the advertising staff. In 1921 he became advertising director, a position he held until the death of Mr. Kiest.

Horn Enters U. S. Naval Reserve as Commander

CHARLES W. HORN, assistant vice-president of NBC and its director of research and development, reported for active duty last Tuesday as a commander, U. S. Naval Reserve. He has been assigned to the office of the Director of Naval Communications, Rear Admiral Joseph R. Redman.

Com. Horn

Com. Horn, a pioneer in technical radio, has served as technical advisor to Gen. William J. Donovan, head of the Office of Strategic Services, since Dec. 1, 1941, specializing in radio and communications activities. He has been released from that duty with his recall to active duty in the Navy. A Naval officer in the last war, Mr. Horn was mustered out as a lieutenant (j.g.) and joined Westinghouse, becoming its manager of radio operations in 1920. In 1929 he was transferred to NBC.



SIMON LEGREE, they fondly call Edgar Kobak, executive vice-president of the BLUE. With Earl Mullin, director of BLUE publicity posing, he demonstrated an 8-foot bull whip recently sent him by Neal Smith, manager of WCOL, Columbus, O.

J. E. Rudolph Dies

JOHN E. RUDOLPH, director of the trade extension department of WLW, Cincinnati, died suddenly of a heart attack at his home in Cincinnati last week. Widely known in the proprietary and drug merchandising field, the 53-year-old executive was a native of Memphis, coming to WLW in 1940. Before his affiliation with the station, Mr. Rudolph had worked his way up through the ranks of a drug firm, which later consolidated with McKesson & Robbins, to become manager of the firm's Cincinnati office in 1930.

Mr. Rudolph

New FCC Officials

THE FCC last week named Richard Carlson as director of personnel and William B. Robertson as director of budget and planning. Mr. Carlson has had 28 years of experience in industry and Government, having been technical director of the supervision improvement program of the Civil Service Commission, and before that director of the Personnel Research Bureau of San Francisco, a private consulting service. Mr. Robertson was with the Columbia Gas & Electric Corp. until becoming fiscal officer in charge of the Finance Division of the Federal Surplus Commodities Corp., of which he later became treasurer. He was later with other affiliated bureaus of the Dept. of Agriculture until his transfer to the FCC.

Our Respects to—

(*Continued from page 36*)

War I aboard the destroyer *U. S. S. Nicholson* in European waters. The *Nicholson* crew captured a U-boat, helped sink another and was in support of the British during the Zeebrugge raid. Hill was later ordered to take the "short course" at the U. S. Naval Academy, Annapolis, where he was commissioned an ensign. He served as an aide to Admiral Henry Wilson, during the Versailles peace conference.

Back from the war, Hill returned to Hanff-Metzger. He left there in 1920 to travel "the road" selling text books to colleges. After four years calling on educators, Hill was named advertising manager of Landay Bros., at the time operators of a chain of retail music stores in New York City. He remained there about a year before branching out on his own—freelancing in advertising.

Hill has been with several well known agencies—to mention a few, Maxon Inc., Ruthrauff & Ryan, Blackett-Sample-Hummert, and H. W. Kastor & Sons.

Hill's wife is the former Kathryn Dexter, whom he met and married while both were working for Ruthrauff & Ryan. He has two children, Betsy and Dexter—and resides in Westchester, outside New York City. His only hobby is carrying the tenor part in a barber shop quartet.

BEHIND the MIKE

FRANCES CLARK, former editorial assistant of NBC Central Division press department, has taken over new duties as picture editor, succeeding James J. McGuinn, who left NBC to become midwest manager of BROADCASTING in Chicago.

HAROLD ROLL, account executive of Allen & Reynolds, Omaha, has resigned to join KOIL, Omaha, as special promotion manager.

BILL MURPHY, continuity editor of NBC Central Division, is the father of a boy, born July 4.

RAY HENLE, Washington correspondent for the *Pittsburgh Post-Gazette*, will substitute on Mutual July 19-30, while Fulton Lewis jr. takes his vacation.

LARRY FROMMER, former sales promotion manager for Liquors Inc., Indianapolis and of the advertising department of Mandel Brothers, Chicago, is now publicity director of WOWO-WGL, Westinghouse stations in Fort Wayne.

PARMALEE W. CUSACK, former vice-president and art director of Onyx Studio Inc., New York, has been appointed art director of NBC's advertising and promotion department. Mr. Cusack was previously with Blaker Adv. Agency and Elizabeth Arden Sales Corp.

BENNY LEEMANS, new to radio, and Albert Twite, have joined WNBH, New Bedford, Mass., as announcers.

JOHN PRINCE has joined program department of KLZ, Denver, and Joe Leonard, former English instructor at So. Dakota State College and Colorado A&M, is a new announcer.

JIMMY PATTERSON, WAYS, Charlotte, N. C., announcer, is now in the Marines, stationed at Bambridge, Md.

LARRY ROBERTSON, former producer of BLUE San Francisco, has been transferred to the Hollywood staff.

DUD CONNOLLY, program director of WWRL, New York, has joined the engineering staff of NBC. Fred Barr, formerly in charge of daytime programs at WWRL, replaces Mr. Connolly as fulltime director.

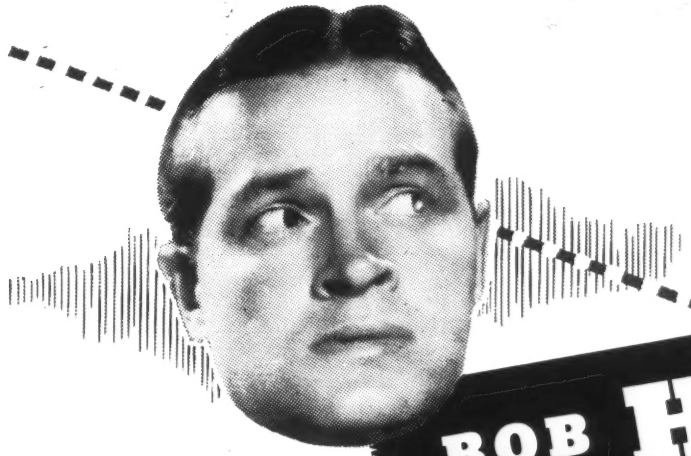
LOUISE LENTZ has succeeded Marcella Garvin as head of the BLUE's script-routing division. Margaret deBary, continuity reader, replaces Miss Lentz as assistant.

DAVIDSON TAYLOR, assistant program director of CBS, New York, is in Hollywood setting up new sustainer programs and laying ground work for *Mr. Deeds*, a massive United Nations war show.

RAYMOND PETERS, native of London and former resident of Paris, is a new addition to the news staff of WCAE, Pittsburgh. Newscaster Norman Trigger is in the Army, and Bob Donley, operator of the informal *Morning Express* program has taken over the 11 p.m. news parade. John Leban, formerly with George Heine, recording firm, has joined the announcing staff.

VIRGINIA FRERET has joined WWL, New Orleans, as continuity writer. Formerly a teacher of speech and radio at Sullins College, Bristol, Va., she spent two and a half years at WJDX, Jackson, Miss., as copywriter and director of women's programs.

MARGO EHLIS, of BLUE Hollywood auditing department, has been made assistant auditor, replacing Charles Mowat, resigned.



BOB HOPE

radio's top-ranking comedian

gets the most out of a gag!

KSD St. Louis'
Top - Ranking Station With
Top-Ranking Stars and Shows

gets the most for your radio budget!

Yes, KSD "has the shows"—and it shows in your advertising results!

KSD

ST. LOUIS' DISTINGUISHED STATION

Nationally Represented by Free & Peters

KSD has the Shows!

Jack Benny
Charlie McCarthy
Paul Whiteman; Dinah Shore
One Man's Family
Cavalcade of America
Great Artists—Series
Dr. I. Q. Quiz Program
Information Please
Bob Hope
Fibber McGee and Molly
Red Skelton
Fred Waring
Kay Kyser
The Aldrich Family
Bing Crosby
Joan Davis
March of Time
Lucille Manners Concert
Your All-Time Hit Parade
Million-Dollar Band
Abie's Irish Rose
Truth and Consequences
NBC Symphony Orchestra
Richard Crooks, Tenor
Johnny Presents—Ginny Simms
Mr. District Attorney
Can You Top This?
Battle of the Sexes
The Band Wagon

BOB HEISS, WTMJ, Milwaukee, chief announcer, has been named national chairman of the Radio Advisory Committee of the Bowlers Victory Council, representing bowling associations and clubs. Aims are furtherance of the war effort through war bond promotions and similar services. Nancy Grey, director of women's activities for the *Journal* stations, has been appointed to the steering committee of the Wisconsin canning industry to assist crop harvesting through enlistment of women in vital hand-picking occupations.

JOHN LOUTHER of WJAC, Johnstown, Pa., and WGKV, Charleston, W. Va., is now on the announcing staff at WJLS, Beckley, W. Va. Phil Vogel has left WKRC, Cincinnati, to join WJLS as program and production manager.

CHARLES BASCH, of Basch Radio Productions, addressed a meeting of the Associated Mail Merchandisers in New York last week on the technique of selling by spot radio.

GEORGE ROOSEN, former script department head of WBBM, Chicago, has joined WABC, New York, as a writer-producer, replacing Albert Morgan, now in the Army.

Farr to Washington

2D. LT. FINIS FARR, just graduated from OCS at Fort Benning, Ga., has been assigned to duty in the Radio Section of the War Dept.'s Bureau of Public Relations where he will assist in the writing and production of *The Army Hour*. Lt. Farr, who reports to the Pentagon Building this week, has extensive background in radio writing. Before entering military service, he worked on the *March of Time*, *Time* magazine program on NBC.

DIANA BOURBON, production head of Transamerican Broadcasting & Television Corp., New York, has been appointed radio director of A. & S. Lyons Inc., Beverly Hills, Cal., talent service. Wynn Rocomora continues to serve film clients on network shows.

SANDY BECKER, announcer of WBT, CBS outlet in Charlotte, has joined the network's New York staff. Frank Kizis, of CBS shortwave department, has been named service manager of CBS' Network of the Americas.

BYNG WHITTAKER, announcer and producer of CBC since 1937, has joined the BBC and will shortly leave for London. Before coming to CBC he was with CKCR, Kitchener, Ont., and CFCH, North Bay, Ont. He will be attached to the BBC's Home Service section.

JOE MIDMORE, announcer at CKWX, Vancouver, is joining the Royal Canadian Air Force.

ART MILLER, announcer at CKWX, Vancouver, recently married Pauline Gordon at Vancouver.

ALICE FRASER, Hartford singer, has joined the program department of WDRC, Hartford, to be trained as announcer. Miss Fraser replaces Russell Naughton, who left to join the Army.

GREG BROWN, week-end announcer on WNBC, Hartford, is to fill in during the vacation period.

WALTER JOHNSON, former West Coast radio director of Music Corp. of America, national talent service, now with U. S. Marines, has been promoted to captain.

MARTIN WELDON, program director of WKNY, Kingston, N. Y., resigned July 3 to enter the armed services.

BRAND NEW PAPA is H. C. (Doc) Hull, announcer and newscaster who m. c.'s the *Hullabalu* program on KVOO, Tulsa. He is shown with hundreds of safety pins from listeners in answer to his announcement that a "spankin' new personality in a brand new show would broadcast at all hours from the heir-conditioned studios of station JOY, with daytime power of 100 and nighttime power of 50,000 you know watts." Quite a collection of pins for the rationing era.

BOB CALLAHAN, music director formerly with WMMN, Fairmount, W. Va., and WMAL, WRC and WINX, Washington, is now a private in the 33rd Special Service Company at Fort Meade, Md.

JANE MANKIN, in charge of research at the Interior Dept.'s Radio Studios before she joined the Marines, will be graduated soon as an officer from the Marine Corps Women's Reserve at Camp Lejeune, New River, N. C.

DEANE S. LONG, program director of KXEL, Waterloo, Ia., on June 11 married Roselle Farabaugh, of Akron. Mr. Long was formerly program director of WAKR, Akron.

GLENN GOODWIN, former announcer of WVFD, Fort Dodge, Ia., has joined KXEL, Waterloo, Ia. Cyril Lindquist of LaCrosse, Wis., has been named promotion director.

DORSEY OWINGS, former radio news and public relations director at several New York stations, is now Public Relations Officer, Second Service Command, U. S. Army, and has been promoted from major to lieutenant colonel.

HERBERT LANDON has resigned as publicity director of WOV, New York, to take a Government job which will take him overseas.

CHARLES MICHELSON, head of the New York radio production company bearing his name, is the father of a boy, born July 5.

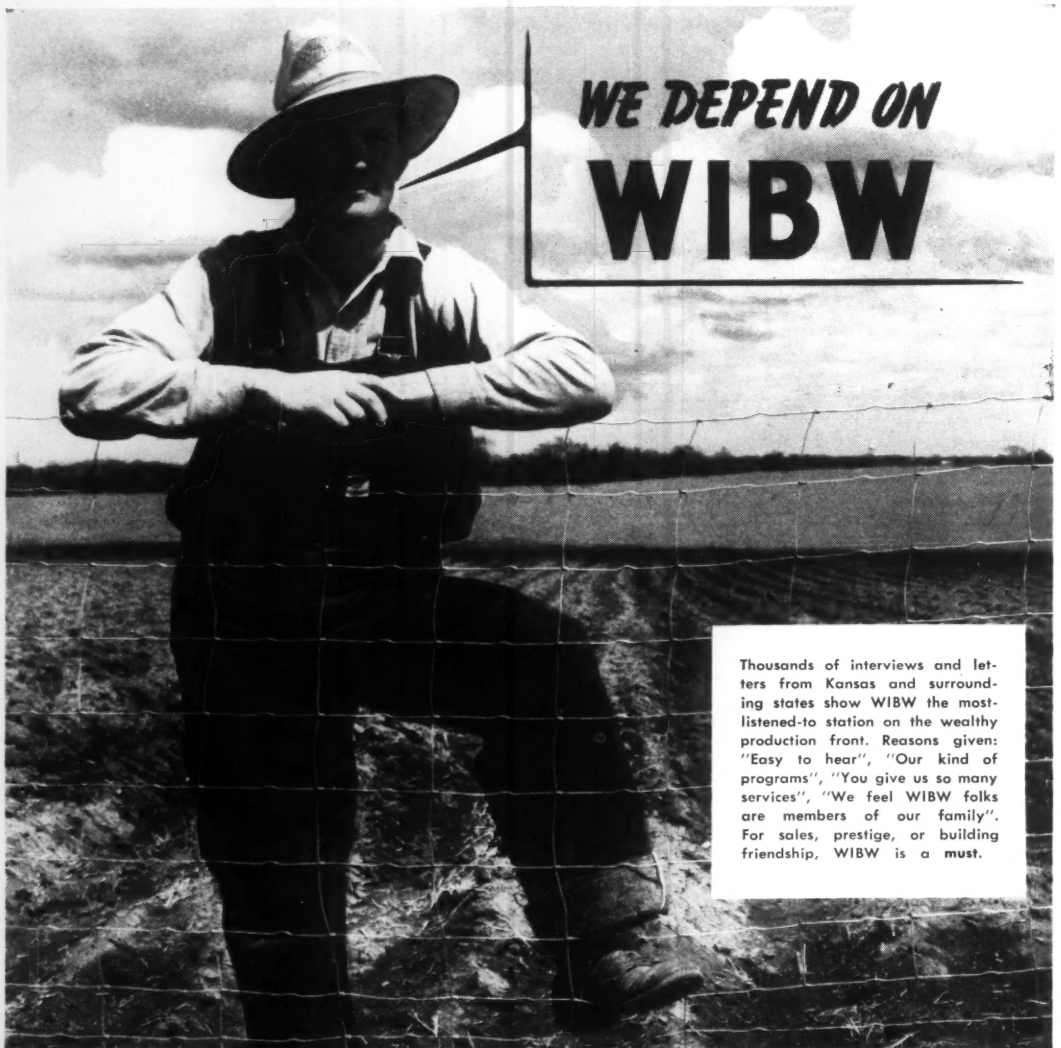
PATRICIA CORT, of the Cort family formerly owning an extensive chain of theatres, has joined the publicity staff of the BLUE. Ken Paterson, Detroit salesman for the BLUE, has reported to the Navy at Quonset Point, R. I.

WALLY PETERS, former program director of CJOR, Vancouver, is training as a pilot in the Royal Canadian Air Force.

MARCEL MUNRO, announcer of CBR, Vancouver, and Connie Kemper, control room supervisor of CJOR, Vancouver, have announced their engagement.

ED DAHLIN, formerly of CJRM, Regina, and Douglas Bruce, formerly of CJRC, Winnipeg, have joined the announcing staff of CJOR, Vancouver.

SHIRLEY KERR has joined the continuity staff of CKWX, Vancouver.


WE DEPEND ON
WIBW
Thousands of interviews and letters from Kansas and surrounding states show WIBW the most-listened-to station on the wealthy production front. Reasons given: "Easy to hear", "Our kind of programs", "You give us so many services", "We feel WIBW folks are members of our family". For sales, prestige, or building friendship, WIBW is a must.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

WILLIAM FARISS has left WHN, New York, to announce at WTAG, Worcester. He was once news editor at WCOP, Boston.

MEL GALLIART, former announcer of WLS, Chicago, has joined the publicity firm of Carl Riblet Jr., Chicago, as radio director.

DONALD GAYNOR has joined the announcing staff of WBTM, Danville, Va. He was formerly with the Navy Dept., Washington.

FRANK J. MALLANTS, radio editor of the *Miami Daily News* for the past two years, has joined WIOD as promotion manager, replacing Roland W. Richards, resigned. He will continue to conduct his boating and fishing column in the *News*.

ALICE MASON, formerly of WHAR, Morgantown, W. Va., has joined the promotion staff of WFIL, Philadelphia. She succeeds Claire McMullen, on leave.

TOM MOOREHEAD, assistant publicity director, has been named director of sports activities of WFIL, Philadelphia.

ERIC WILKINSON, one time staff organist of KYW, Philadelphia, was selected as musical director of WIBG, Philadelphia, marking the first time that the station has had a studio orchestra.

ERIC SEVAREID, former head of the CBS Washington Bureau, who was first reported to be headed for North Africa, is en route to China, where he will remain for two months, proceeding then to India and the Middle East. CBS's Charles Collingwood is convalescing in London from an illness contracted in North Africa.

ALVIN M. JOSEPHY Jr., former assistant director of news and special events of WOR, New York, now training as combat correspondent with the Marines at Parris Island, is the father of a baby girl.

M. D. MORRIS, former hotel and restaurant manager for the New York *Sun* has joined WAAT, Jersey City, as an account executive with headquarters in Newark.

HENRY ALLEN, Minneapolis, has joined the announcing staff of KSTP, Minneapolis-St. Paul.

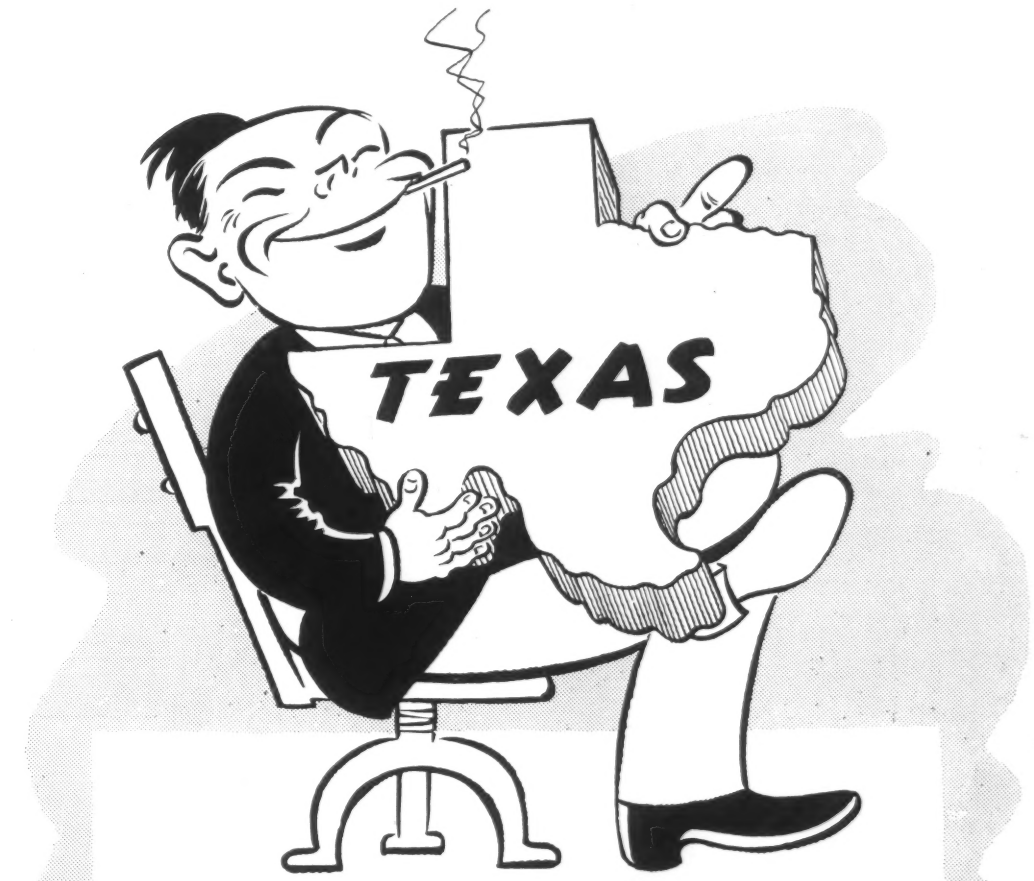
FLIGHT LT. D. R. P. COATS, Royal Canadian Air Force, former public relations director of CKY, Winnipeg, and CKX, Brandon, Man., recently inducted his 17½ year old son John into the RCAF as an aircrew recruit.

WLB Decision Sets Pay For CBS Newswriters

SATISFACTORY conclusion of contract negotiations between the Radio Writers' Guild and CBS Western Division was reached when the Appeals Committee of the War Labor Board reversed the opinion of the regional WLB, which had decided only 10% raises should be granted, and allowed the Guild's original contract.

Decision, reached June 14, provides a maximum of $55 and $50 base pay for CBS newswriters, except for those with less than six months' experience, retroactive from Oct. 1, 1942, according to Pauline Hopkins, president of the midwest region of the Guild, a branch of the Authors' League of America.

Hugh R. Savage, Chicago attorney, was negotiator for the Guild. Jack Van Valkenburg, general manager of WBBM, Chicago, represented the network. John Day Larkin, chairman of the Appeals Committee, represented the WLB.

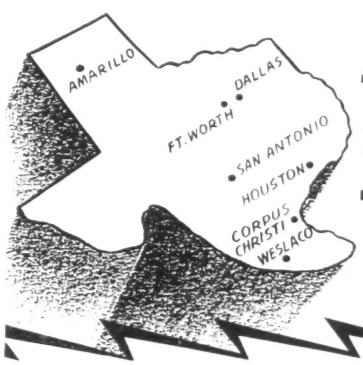


PUTS "BIG TEXAS" IN YOUR LAP

AND WIPES AWAY YOUR RECORDING TROUBLES

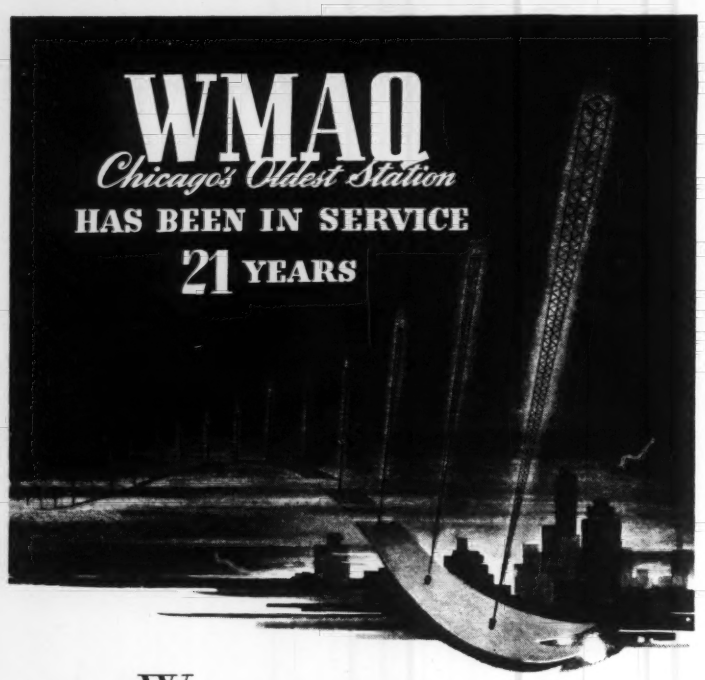
Yes Sir . . . when you air your program over the *LONE STAR CHAIN* you can be sure of *penetrating* big Texas. We have plenty of facts to back up this statement! But in order to get maximum effectiveness for your program and eliminate present recording difficulties; we suggest you build your program specially for Texans. Then put it on the *LONE STAR CHAIN* and watch it click!

For Rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.



Lone Star Chain ★

KGKO FT. WORTH · DALLAS
KXYZ HOUSTON
KTSA SAN ANTONIO
KGNC AMARILLO
KRIS CORPUS CHRISTI
KRGV WESLACO



WAY back in 1922, WMAQ—a 100-watt radio station—broadcast its first program to the eager radio fans of Chicago. It was a little program from a little station, but it was the beginning of great things.

WMAQ, from the very start, pledged itself to the task of bringing to its listeners the best schedule of programs that it would be possible to prepare.

All through the years, there has been no deviation from that purpose, and today, WMAQ brings to the people in its listening area every day in the week, every week in the year, a greater number of the most popular programs on the air than all other Chicago stations combined.

That is the secret of WMAQ's power to command the attention of and influence a vast radio audience—and that is the reason why astute advertisers who wish to reach the greatest number of people in the nation's second largest market place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Precise Definition of Control Of Broadcasting Is Advocated

Senators Taft, Wheeler, Rep. Short Call for Defense of Free Speech and Amendment of Present Law

THREE MEMBERS of Congress last week called on their colleagues to defend the essential civil liberty of free speech by legislation defining precisely the powers of the Government to control broadcasting.

Senator Taft (R-Ohio) in a speech in the Senate July 7, demanded that the FCC suspend exercising the augmented authority granted to it by the Supreme Court decision of May 10, until Congress has had time to consider the whole problem of radio regulation. Rep. Dewey Short (R-Mo.) in an address to the House July 3, also attacked the Supreme Court opinion.

"Only in this way," Senator Taft said, "can we defend ourselves against the most serious infringement on the right of freedom of speech in the United Statees since the Bill of Rights was adopted."

Suggests Hearings

"Congress should proceed at once," he said, "to amend the Federal Communications Act to define precisely the limitations of authority to be conferred on the FCC." He then suggested immediate hearings on the White-Wheeler Bill (S-814) so that "Congress may consider it immediately upon its return from the recess."

Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, following the Taft address, asserted he was in accord with the proposal that Congress and not the FCC should write the "specifications for Government restraints on radio." Declaring he did not agree fully with the Taft contentions that the FCC regulations point toward ultimate "destruction" of the networks and the limitation of their freedom, he alluded to hearings to be launched in Sepember on the pending White-Wheeler bill to amend the Communications Act.

Chairman Wheeler said he was in favor of free speech but that he did not want that freedom "to be regulated by a couple of chains that are owned and controlled by large financial interests in New York which have been guilty in the past of filling the air with propaganda on foreign policies with which they agree."

The Frankfurter opinion, Sen. Taft declared, "goes far beyond any intent of Congress which can be read into the Federal Communications Act by the average layman having some knowledge of its history."

Condemning the Administration for lack of concern for individual freedom and for freedom of the press, Senator Taft made a parallel comment on the anti-trust suit against the Associated Press, saying: "Those who drafted the Sherman Act surely had no thought that it could ever be used for such a purpose.

"There is as yet no Federal agency in control of the press," he said, "and there is as yet no Federal bureau which licenses the press. But what is true of the newspapers is no longer true of the radio—the blood brother of the newspaper as an instrument of free speech." The Senator then expressed his belief that the regulations upheld and extended by the Court may well destroy the system of "affiliated stations" since they prevent any network from guaranteeing an advertiser the use of any of its affiliated stations. Discussing the effect of the regulations the Senator said:

"The apparent intent . . . as stated by the Commission is to free the local broadcasting stations from network control and permit them to do as they please. But this is not the real effect. It may be that they will be less subject to influence by the networks, but the direct effect of the regulations is to prevent them from making the contracts which they may desire to make. Such freedom as they acquire is only acquired by the adoption of a principle under which in the future they may be made to do exactly as the government pleases. There is practically no limit to the manner in which their business may hereafter be regulated by the FCC. From the language of the Frankfurter opinion the Commission may determine the 'composition of the traffic over the air.' This apparently means that the government can prescribe the amount of time to be devoted to every kind of program, and perhaps even specify the programs themselves. If the character of the programs and the right to advertise may be restricted and limited then these local broadcasting stations cannot long survive under private control.

Viewed as Destructive

"The ultimate effect of the decision on the network system is completely destructive. Many people have regarded the networks as somewhat monopolistic, but on the whole I believe the people approve the job they have done. The destruction of this system would be itself a serious limitation on freedom of expression throughout the United States."

In contrast to radio in other countries, Sen. Taft observed,

American networks have been "developed by private capital, individual ability and freedom to keep a proper balance between the artistic, theatrical, humorous and political outpourings of the nation. No other country produces programs of equal quality and quantity." The basis of this network system has been commercial advertising, he added.

Short's Attack

Rep. Short made a vigorous attack on the Frankfurter decision. By it, he declared, Mr. Fly, as chairman of the FCC, has "been authorized to take charge of all radio programs in the United States. There is, to be sure," he continued, "a statute which forbids Mr. Fly to interfere with the services and the pleasures which radio brings to the American people. But the Supreme Court has explained the law away."

While fighting a war for liberty, Rep. Short declared, the unnecessary loss of a battalion or a regiment by ignorance or neglect would cause every member of Congress to cry out for court martial or impeachment of the guilty. Yet by the Supreme Court decision, he said, more has been lost than a battalion, for "we have begun to lose what we fight for—since you cannot lose one civil right without endangering all civil liberty." He condemned Congress for failure to act on its responsibility, which the Court itself pointed out in the opinions.

'Precise and Practical'

"We have the solemn obligation," he concluded, "of writing a law so clear that it will forever do away with the shabby generalizations by which authority is usurped. In place of 'the composition of the traffic' we can write the exact phrases by which the powers of the FCC will be described. If we want to protect liberty in America we must make the laws precise and practical, by which radio can continue to function as one of the most powerful engines of democracy ever invented by the mind of man."

Rep. Short devoted a considerable portion of his speech to analyzing the effect of the Frankfurter dictum on "composition of the traffic."

"Mr. Fly," he said, "is reported to be satisfied with his victory over American broadcasting. His appetite for dictating the composition of the programs may be dormant. But the power is there. This month and next, nothing may change. But if a station thinks the people in its neighborhood want comedy at night and the FCC thinks the people ought to have lectures—the FCC has the last word."

To a minority of the Supreme Court such an interpretation seemed lacking in common sense, the Missouri representative continued, and added that Congress had no intention of letting any traffic officer determine the composition of the traffic, "not on the highway—and not on the air waves."

Asking why the public has not shown greater concern over the "destruction of their liberty to hear whatever they want on the air," Rep. Short said that the people are not yet aware of the meaning of the Frankfurter decision. They are interested in programs—Fibber Magee and Fred Allen, Toscannini and *The Man Behind the Gun*. "Trey do not know that these are threatened. They imagine that some complicated contracts between networks and stations will be altered. . . . The attack on free radio is almost invisible now; it is concealed under legal terms."

Mr. Short indicated that if the public were to become aware of the significance of the situation, it would make its influence felt. "No one can tamper with the legitimate entertainment of a democratic people and survive," he declared.

WEMP Fulltime

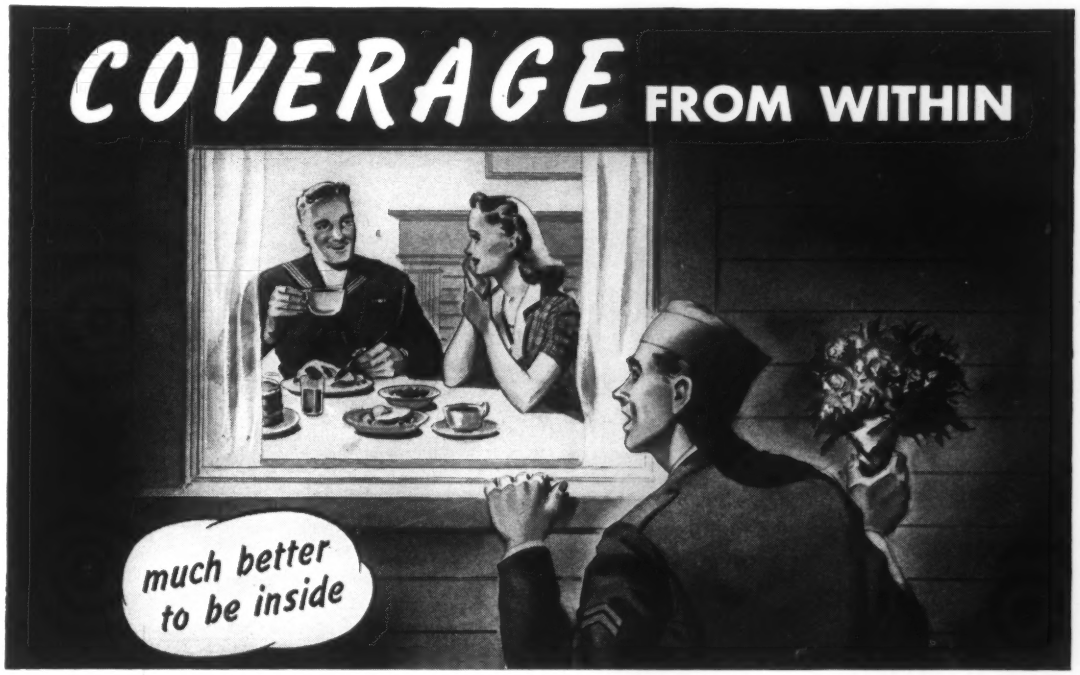
INTRODUCING a 12 midnight to 6 a.m. program of music, news and sports for the swing shift, WEMP, Milwaukee last Monday went on a 24-hour schedule, the first station in Milwaukee to accommodate its schedule to wartime conditions. New programs include a half-hour summary of the day's baseball from 2-2:30 a.m., rebroadcasts of BLUE network shows and hourly news reports.

FOLLOWING an extensive tour of American war plants, 11 Brazilian journalists were entertained last Tuesday by NBC's international shortwave division in the executive rooms at Radio City, New York. Fred Bate, in charge of NBC's shortwave broadcasting, welcomed the journalists.

Heads NIAA

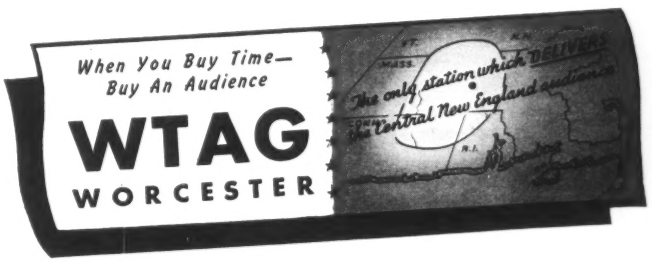
FREDERIC I. LACKENS, advertising manager of The Hays Corp., Michigan City, Ind., was elected president of the National Industrial Advertisers Assn. at the annual election of NIAA officers during their Central Regional wartime conference in Cleveland June 25. Mr. Lackens was on the NIAA Budget Survey and Activities Advisory committees and acted as vice-president in charge of financing chapter programs and headquarters supervision. He was president of the Chicago chapter of the NIAA in 1940-1941.

WESTERN STOVE Co., Culver City, Cal. (aircraft equipment), in a concentrated campaign for more manpower, is using 42 spot announcements weekly on KFXM, San Bernardino, Cal., with one per night on KHJ, Los Angeles. Firm also devotes a portion of its daily quarter hour program, *Mystery Chef* on KECA, Los Angeles, to its drive for manpower. Agency is Mays & Bennett Adv., Los Angeles.



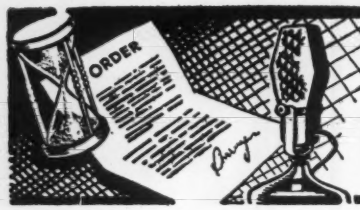
The whole "spread" of Central New England goes to the advertiser who has selected WTAG, Worcester, but not to the one looking in from the outside. This market plays one favorite when it comes to radio stations, and that favorite is WTAG. Once you're inside with a WTAG introduction, you command a region of war industries 400 strong. Average weekly industrial wages top $40 a week. Women workers in Worcester proper alone, total 16,000.

You should look at Central New England longingly, but not through a window. The sales response is here. WTAG holds the audience and WTAG is inside.



Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the Worcester Telegram-Gazette



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Western Federal Savings & Loan Assn., Los Angeles (investments), 5 *sp*, 4 *t*. thru Elwood J. Robinson Adv., Los Angeles.
Esquire Inc., Chicago (*Coronet*), 11 *ta*, thru Schwimmer & Scott, Chicago.
McKesson & Robbins, New York, 5 *ta* weekly, 15 weeks, thru J. D. Tarcher & Co., N. Y.
Mutual Citrus Products Co., Los Angeles, 3 *sp* weekly, 13 weeks, thru Charles H. Mayne Co., Los Angeles.
American Express Co., New York (traveler's cheques), 2 *sp* weekly, 17 weeks, thru Caples Co., N. Y.

KQW, San Francisco

Sunset Magazine, San Francisco (periodical), 2 *sa* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
National Lead Co., San Francisco (Dutch Boy paint), 2 *ta* weekly, thru Erwin, Wasey & Co,, San Francisco
C. H. Lauda, San Jose (religious), 1 *sp* weekly, thru George C. Hoskin Associates, Los Angeles.
Consolidated Royal Chemical Co., Chicago (shave cream), 11 *sa* weekly, thru Arthur Meyerhoff Co., Chicago.

WJZ, New York

Carter Products Inc., New York (Little Liver Pills), 2 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Fifth Ave. Gold Buying Co., New York, 5 *sa* weekly, 52 weeks, thru Colonial Adv., N. Y.
Procter & Gamble Co., Cincinnati (Ivory Flakes), weekly *sa*, 52 weeks, thru Compton Adv., N. Y.
Lever Bros., Cambridge (Rinso), 5 *ta* weekly, 11 weeks, thru Ruthrauff & Ryan, N. Y.

WIND, Chicago

Chicago Mail Order Co., Chicago (mail order catalogues), *sp* weekly, 13 weeks, direct.
Back to the Bible Hour, Omaha (religious), 6 *sp* weekly, 52 weeks, thru Arthur J. Weaver Adv. Agency, Omaha.
William H. Hoops & Co., Chicago (furniture), 5 *sa* weekly, 26 weeks, thru Goldman & Gross Adv. Agency, Chicago.
Filbert's Old Time Root Beer Co., Chicago (root beer), 6 *sa* weekly, 13 weeks, direct.

WMAQ, Chicago

Procter & Gamble Co., Cincinnati (Ivory Flakes), 2 *sa* weekly, 52 weeks, thru Compton Adv., N. Y.
Lever Bros., Cambridge (Rinso), 55 *ta*, thru Ruthrauff & Ryan, N. Y.
Lockheed Aircraft Corp., Burbank, Calif. (help wanted), 13 *sa*, thru Foote, Cone & Belding, Chicago.
The Chicago Sun, Chicago, 9 *sa*, thru Leo Burnett Co., Chicago.

WHN, New York

Murphy & Holzer, Los Angeles (used cars), *sa*, 13 weeks, thru J. R. Kupsick Adv., N. Y.
B.C. Remedy Co., Durham, N. C. (headache powder), sa, 13 weeks, thru Charles W. Hoyt Co., N. Y.
Esquire Inc., Chicago (*Coronet Magazine*), *sa*, 1 week, thru Schwimmer & Scott, Chicago.

KSTP, St. Paul

Larus & Brother Co., Richmond (tobacco, cigarettes), 2 *sa* weekly, thru Warwick & Legler, N. Y.
Rex Research Corp., Toledo (Fly-tox), 26 *ta* thru Miller Agency, Toledo.
Pillsbury Flour Mills Co., Minneapolis, 65 *ta*, thru McCann-Erickson, Minneapolis.

WHEB, Portsmouth, N. H.

Hotel Roosevelt, New York, 78 *sa*, thru Kelly Nason Inc., N. Y.
Wm. H. Wise & Co., New York, 3 *sp* weekly, thru Huber Hoge & Sons, N. Y.
New Hampshire Assn. of Insurance Agents, Concord, 13 *sa*, placed direct.
Hotel Bellevue, Boston, 26 *ta*, thru Albert Frank-Guenther Law, Boston.
Gospel Broadcasting Assn., Los Angeles, 1 *sp* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.
Pepsi-Cola Bottling Co., Long Island City, N. Y., 147 *ta*, thru Newell-Emett, N. Y.
Atherton Furniture Co., Haverhill, Mass., 6 *ne* weekly, placed direct.
Cocheco Bottling Co., Rochester (Orange Crush), 24 *ta* weekly, 13 weeks, placed direct.
Duchess D'Andre Perfume Co., Chicago, 3 *sa* daily, thru J. L. Stewart Agency, Chicago.
Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Morley Button Mfg Co., Portsmouth, N. H., 7 *ne* weekly, 52 weeks, placed direct.
Moxie Co., Roxbury, Mass. (beverages), 6 *ta* weekly, 13 weeks, thru Alley & Richards Co., N. Y.
Thayer-Diggery Co., Sanford, Me. (Palm Beach suits), 6 *sa* weekly, 13 weeks, placed direct.
Western Stationery Co., Des Moines (religious statues), 3 *sp* weekly, thru Shaffer Brennan Margulis Co., St. Louis.

WFHR, Wisconsin Rapids

Charm Kurl Co., St. Paul (permanent wave kit), 6 *sp* weekly, thru Guenther-Bradford & Co., Chicago.
Standard Oil Co. of Ind., 6 *ta* weekly, thru McCann-Erickson, Chicago.
Sinclair Refining Co., New York, 3 *sp* weekly, Hixon-O'Donnell Adv., N. Y.
Cliquot Club Bottling Co., Millis, Mass., 130 *ta*, thru N. W. Ayer & Son, N. Y.
Children's Bible Hour, Grand Rapids, 1 *sp* weekly, placed direct.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 1 *sp* weekly, thru Wm. Esty & Co., N. Y.
Kellogg Co., Battle Creek (Pep), 5 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
R. B. Semler Inc, New Canaan, Conn. (Kreml), 3 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Wisconsin State Farm Mutual Insurance Co., Bloomington, Ill, 1 *sp* weekly, placed direct.
Feed Suppies Inc., Madison, Wis. (Kalbaum), 5 *ta* weekly, thru Arthur Towell Agency, Madison.

WBBM, Chicago

Procter & Gamble Co., Cincinnati (American Family soap), 10 *ne* weekly, 52 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.

WOWO-WGL, Fort Wayne

Clyde Beatty-Wallace Bros. Circus, 15 *sa*, placed direct.
Griffin Mfg. Co., Brooklyn (shoe polish), weekly *sp*, 52 weeks, placed direct.
American Chicle Co., Long Island City, N. Y. (Dentyne), *sa*, 13 weeks, placed direct.
Auto-Owners Ins. Co., Lansing, Mich., 72 *sa*, placed direct.
Sears Roebuck & Co., Chicago (dept. store), 300 *sa*, placed direct.
General Tire & Rubber Co., Akron, *sa*, placed direct.
Rex Research Corp., Toledo (Fly-Tox), 26 *sa*, placed direct.

KHJ, Hollywood

Bonnie Bell Inc., Detroit (cosmetics), 3 *sp* weekly, 13 weeks, thru Edythe Fern Melrose Assoc., Detroit.
McKesson & Robbins, Bridgeport, 5 *ta* weekly, 15 weeks, thru J. D. Tarcher & Co., N. Y.
Firestone Tire & Rubber Co., Akron, 6 *sp* weekly, 13 weeks, thru Sweeney & James Co., Cleveland.
Dad's Root Beer Co., Chicago, 3 *ta* weekly, 13 weeks, thru Malcolm-Howard Adv. Co., Chicago.
Los Angeles Soap Co., Los Angeles, 30 *sa*, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

WHO, Des Moines

Spiegel Inc., Chicago (mail order catalog), 6 *sp*, thru J. L. Stewart Co., Chicago.
Campagnie Parisienne, San Antonio (perfume), 5 *t*, thru Northwest Radio Adv. Co., Seattle.
Pillsbury Flour Mills, Minneapolis, 104 *ta*, thru McCann-Erickson, Minneapolis.
Omar Inc., Omaha (Ranch House pancake flour), 36 *t*, thru MacFarland-Aveyard & Co., Chicago.

WLIB, Brooklyn

Murphy & Holzer, Los Angeles (used cars), 42 *ta* weekly, thru Carl Calman, Inc., N. Y.
Books, Inc., New York (Spanish lessons), 3 *sp* weekly, direct.

WABC, New York

Farrar & Rinehart, New York (cook book), 3 *sa* weekly, thru Franklin Spier & Aaron Sussman Inc., N. Y.

KECA, Los Angeles

Hy-Trons Corp., Los Angeles (fertilizer), 3 *sa* weekly, 6 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.

Fibber Tops Again

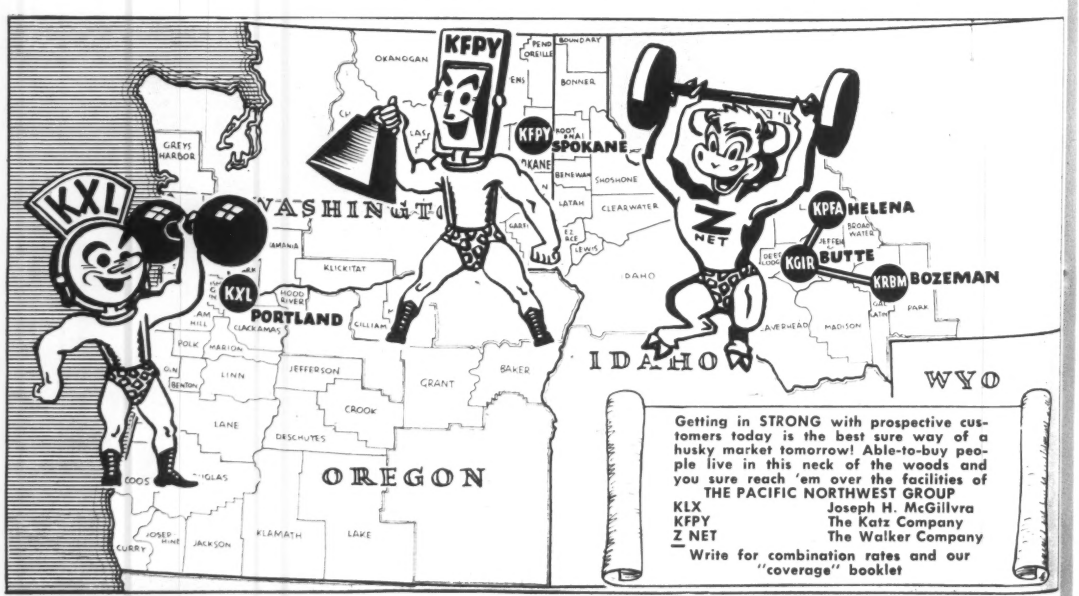
FIBBER McGEE & MOLLY oust Bob Hope from first place in the June 30 "National" Program Ratings Report released by C. E. Hooper Inc. Hope, who has been in the lead in the past several reports, ranks second in the latest survey, with *Aldrich Family* and *Mr. District Attorney* in third and fourth place respectively. Other programs in order of their rating are: *Radio Theatre*, Kay Kyser, Frank Morgan-Fanny Brice, Rudy Vallee, Bing Crosby, Walter Winchell, *Screen Guild Players*, Fred Allen, Eddie Cantor, Burns and Allen, and Durante-Moore-Cugat. Red Skelton's summer replacement, *Beat the Band*, leads the programs broadcast after 10:30 p.m. and not measured in the Eastern Time Zone.

FTC Complaints

DEAN STUDIOS, Omaha, and its officers are named in a Federal Trade Commission complaint which alleges that radio and other advertising in which the firm offers an enlargement and picture frame free and tinting at cost is false, because the alleged handling charges actually include a profit. Also cited for allegedly false claims are Sorbtex Foundation, Richmond, Va., for Sorbtex, a solution for treating fabrics, and E. E. Paddock, trading as Dr. E. E. Paddock, for medicinal preparations designated "Dr. Paddock's Palliative and Symptomatic Treatment for Gallbladder Irritations, Gallstones and Associated Conditions".

Utah Conference

PARTICIPATING in the Intermountain Radio Conference, held last week at Salt Lake City as part of the U. of Utah summer session, were Clarence R. Menzer, NBC program director, and George L. Moskovics, CBS Pacific Network sales manager. Earl J. Glade, regent of the University and manager of KSL, Salt Lake City, was chairman of the committee on arrangements. Dr. Carroll Atkinson, director of summer session radio activities, assisted in preparations. All four Salt Lake City commercial stations joined hands in presenting the conference, held July 7-10.


KFPY
KXL
Z NET
KFPA HELENA
KGIR BUTTE
KRBM BOZEMAN
SPOKANE
PORTLAND
OREGON
IDAHO
WYO
Getting in STRONG with prospective customers today is the best sure way of a husky market tomorrow! Able-to-buy people live in this neck of the woods and you sure reach 'em over the facilities of
THE PACIFIC NORTHWEST GROUP
KLX Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company
Write for combination rates and our "coverage" booklet

Radio Advertisers

PROCTER & GAMBLE Co., Cincinnati (American Family soap and flakes), has discontinued *Painted Dreams*, quarter-hour Monday through Friday daytime serial on WGN and WMAQ, and on July 5, starts sponsorship of *American Family News Reporter*, quarter-hour twice daily on WBBM, featuring Franklin Ferguson. In addition, one cut-in commercial on each of NBC *Vic & Sade*, 11:15-11:30 a.m., and *Pepper Young's Family*, 3:30-3:45 p.m., daily will carry an American Family message on WMAQ only.

PROCTER & GAMBLE Co., has bought WLW's musical program *From '17 to '43* as a summer replacement for their *Truth or Consequences*. The show reviews popular tunes from World War I to World War II. It will be heard over WLW on Sundays 7:30-8:00 p.m. in behalf of sponsor's Duz soap powder.

EQUITABLE PLAN Co., Los Angeles (investments) in a 6-day pre-investment campaign which ended July 9, used total of 137 spot announcements on 5 Los Angeles area stations (KFVD KRKD KMPC KGFJ KFOX). Allied Adv. Agencies, Los Angeles, has the account.

ADOHR MILK FARMS, Los Angeles, on July 8 augmented its weekly news commentary on KNX, Hollywood, with a once-per-week quarter-hour program, *What Do You Think?*, devoted to listeners' questions and answers concerning war strategy on that station. Dr. Wallace Sterling is commentator on both programs. Contract is for 52 weeks. Firm in addition uses twice-daily help wanted spot announcements on 3 California stations, KTKC KERN KXO. Agency is Little & Co., Los Angeles.

MASSEY-HARRIS Co., Toronto (farm implements), has started on CKPC, Brantford, Ont., five times weekly 10-minute local news and interviews with war workers of its Brantford plant. Gordon Sinclair is featured as reporter. Cockfield, Brown & Co., Toronto, placed the account.

BULOVA WATCH Co., Toronto, is using along with its station break campaign announcements urging the public not to talk about troop or ship movements or spread rumors. Account is handled by MacLaren Adv. Co., Toronto.

J. C. ENO Ltd., Toronto (Fruit Salts and Brylcreem hair dressing) has started Sunday musical program on a number of Canadian stations. Account was placed by Atherton & Currier, Toronto.

HAWAII THEATRE, Hollywood, to promote the Columbia films, "Crime Doctor" and "It's A Great Life", both based on radio programs, started for 8 weeks July 2 on a scattered schedule using an extensive series of transcribed dramatized announcements on 10 stations. List includes KHJ KECA KMPC KNX KFWB KRKD KFAC KIEV KFVD KPAS. Dean L. Simmons Adv., Hollywood, has the account.

SEASIDE BARN DANCE, Long Beach, Cal., is using 200 transcribed 30-second announcements per week on six stations in the Los Angeles area. List includes KPAS KFWB KMPC KFVD KFOX KGER. Contracts are for 13 weeks, started in late June. Agency is Charles N. Stahl Adv., Hollywood.

WAGNER'S APPLIANCE & FURNITURE Co., Los Angeles, in an intensive four-day campaign to promote sale of radios, used total of 456 spot announcements on 10 Los Angeles area stations during early July. List included KMTR KFOX KIEV KFAC KGFJ KRKD KMPC KPAS KECA KFVD. Allied Adv. Agencies, Los Angeles, has the account.

EVANS FUR Co., Chicago (fur retailers), will sponsor *Dearest Mother* a new transcribed Monday through Friday serial beginning July 19 on WMAQ, Chicago. Contract for 52 weeks was placed through the State Adv. Agency, Chicago.

AGENCY Appointments

E. J. BRACH & SONS, Chicago (candy), to Blacklett - Sample - Hummert, Chicago. Media plans not set.

EMERSON RADIO & PHONOGRAPH Corp., New York, to William H. Weintraub & Co., New York. Radio will be used—probably network.

PENNSTATE CIGAR Co., Philadelphia, has appointed Philip Klein Advertising Agency, Philadelphia, to handle the advertising of its new Wedgewood cigars.

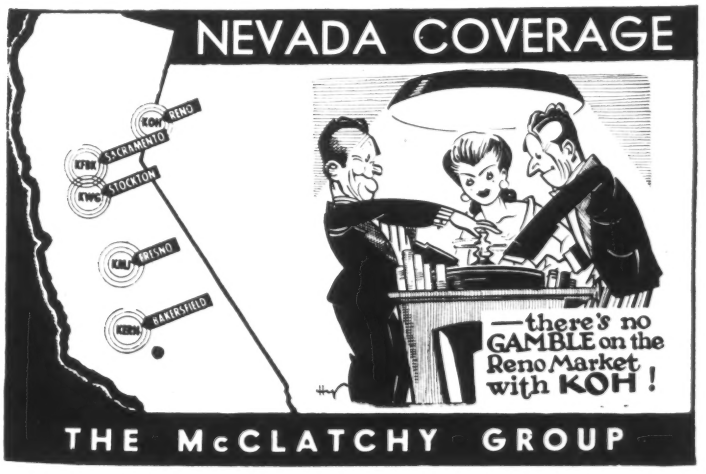
GOLDNER MOTORS Co., Philadelphia (used cars), to Julian G. Pollock, Philadelphia. Al Caplan is account executive. Agency will add radio for the first time.

GOLDSMITH Co. of Canada (Pierce watches) to J. J. Gibbons Ltd., Toronto. No radio planned as yet.

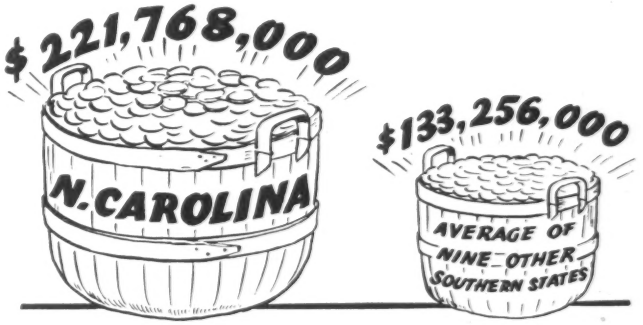
NUTRI-COLA Co., Long Island City, to S. Duane Lyon Co., for Nutri-Cola, a new drink containing vitamin B_1. Radio is being considered.

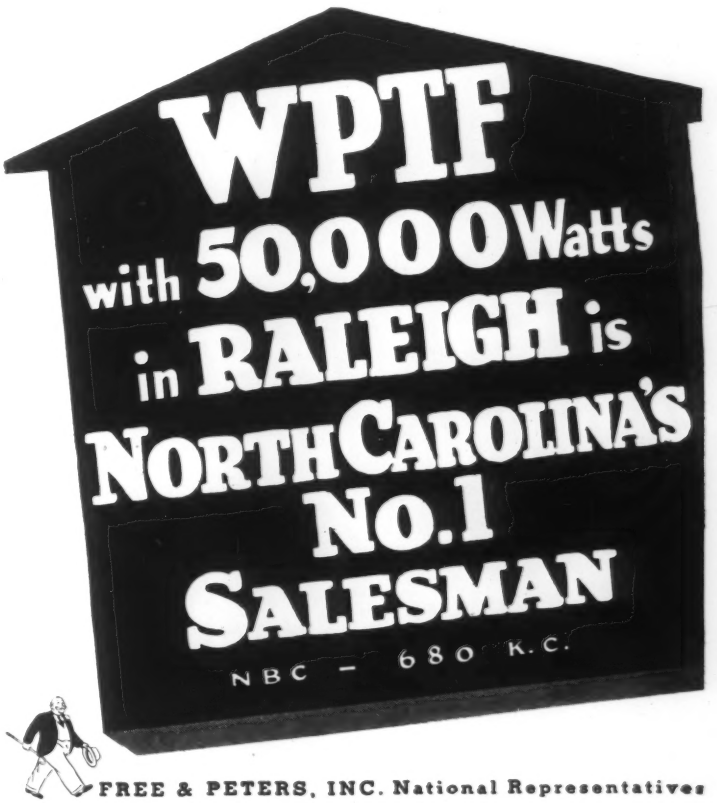
SCHUTTER CANDY Co., Chicago, to Schwimmer & Scott, Chicago. Sponsors, CBS program.

REPUBLIC AVIATION Corp., Farmingdale, L. I., to Newell-Emmett, New York. Educational campaign pointing towards peace-time air transport. Magazines; no radio announced for present.



CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940





FREE & PETERS, INC. National Representatives

WKBW
50,000 WATTS
1520 K. C.
Buffalo's Most Powerful Transmitter Plant
COLUMBIA
BUFFALO BROADCASTING CORP.
BUFFALO BROADCASTING CORP.
WGR
BUFFALO
BROADCASTING CORPORATION

Rep. Holmes Offers Legislation Rewriting Communication Act

Closely Parallels the White-Wheeler Bill, Opening Way for Simultaneous House-Senate Action

A TWO-PRONGED drive toward new radio legislation at this session took shape last week with the introduction in the House by Rep. Pehr G. Holmes (R-Mass.) of a new measure (HR-3109) to rewrite the Communications Act, which closely parallels the White-Wheeler Bill (S. 814) pending in the Senate.

In introducing the new bill, which Rep. Holmes told BROADCASTING supersedes the bill (HR-1490), which he offered last January, the way was paved for simultaneous consideration in the two houses of almost identical measures. Rep. Holmes said he desired to have members of Congress as well as the industry acquaint themselves with his bill during the expected summer recess of Congress, so that hearings might be held in the fall. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings will begin in September on the measure pending before that Committee to continue "uninterruptedly" until definite conclusions are reached.

The new Holmes measure is a composite of the Sanders Bill, on which protracted hearings were held last year in the House, and the White-Wheeler Bill, introduced March 2. In all substantive aspects, the measures are the same, except that the House bill does not contain the so-called "political sections" of the Senate measure, which provide for the equal allotments of time on all controversial issues, whether or not the speakers are accredited candidates for public office.

Dropped from the new Holmes Bill are the several specifications that the FCC investigate and report to Congress, on specified dates, its views on such matters as newspaper ownership, the network regulations, multiple ownership, and other highly controversial matters.

Incorporated in the Holmes Bill are new provisions construed by Rep. Holmes as desirable, adduced from testimony at the hearings on the Sanders Bill last year. These authorize declaratory rulings by the FCC concerning the rights, status and other legal relations of any applicants or licensees, and prohibitions against invoking unauthorized sanctions and penalties. These latter two provisions were recommended by Neville Miller, NAB president, in his testimony before the House Committee.

The new Holmes Bill, dated July 2, was promptly referred to the Interstate and Foreign Commerce Committee of which Mr. Holmes is a member. A standing subcommittee on communications is expected to be named prior to the reconvening of Congress in the fall, before which hearings could be held. Rep. Holmes said he hoped to have short hearings to point up the measure. If that occurs, hearings on both the House and Senate sides may run concurrently.

Separates Functions

The results of the House Select Committee inquiry into the FCC, now in progress, also may be incorporated in the legislative drafts in Congress.

The Holmes Bill, like its predecessor and the White-Wheeler Bill, provides for the division of the FCC into two separate, autonomous units of three members each, one to handle broadcasting and related services and the other common carrier activities. The Chairman would be the executive officer of the full Commission, but would not sit with or have a vote on either division. Each division would select its own chairman.

New provisions relating to hearings, licensing procedures and appeals are encompassed in the bill, designed to assure full and free hearings before the Commission and rights of intervention by aggrieved parties.

The scope of the Commission's power over licensees would be restricted in such fashion as to give the Commission no power to regulate "the business of the licensee of any radio broadcast station." Similarly, the Commission would not be given any "supervisory control of station programs or program material, control of the business management of the station, or control of the policies of the station or the station licensee."

To assure against exercise of censorship, the Holmes Bill specifies that the Commission shall issue no regulation or condition "which shall interfere with the right of free speech by means of radio communication."

WE DON'T DO BUSINESS WITH CRANKS (Ky.)!

Heck, there's no reason for *us* to try to please Cranks (Ky.). The folks we deal with are the ones in the Louisville Trading Area—1,336,000 real nice folks who do 57.5% of Kentucky's buying and don't give us a mite of trouble 'bout it neither. These are the people who *count* in Kentucky—and WAVE reaches every single one of 'em that's got a rad-dio! Let us introduce you—you'll like our friends yourself.

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Mutual Letters

EVERY EMPLOYE of a Mutual affiliate will receive a monthly news letter from the desk of Miller McClintock, president—the first issue to be in the mails by the end of this week. The news sheet, containing three or four pages of local station and network news, is designed to give to each individual a feeling of belonging to the network "family".

WSBT Is 21

USING ITS anniversary as the basis for special promotion, WSBT, South Bend, Ind., celebrated the granting of its license 21 years ago, with a program including talks by F. A. Miller, president and editor of the *South Bend Tribune*, Franklin D. Schurz, the paper's vice-president and WSBT's general manager, and the mayor. Full-page display ad in the Sunday paper traced the station's history, with reprints on glossy paper going to agencies and clients. Starting with a 10-watt transmitter, the station developed through a change of call letters from WGAZ to WSBT in 1925, operated WFAM until it was discontinued, and is now a CBS affiliate, operating full time with 1000 watts. It is on the air with FM over W71SB, broadcasting six hours daily Monday through Friday.

NBC Post-War Program

JAMES LAWRENCE FLY, FCC chairman, and David Sarnoff, president of RCA, will be among the speakers on NBC's post-war planning program, *For This We Fight*, July 21. Other speakers will be Walt Disney, film cartoonist, and Francis S. Harmon, executive vice-chairman of the war activities committee of the Motion Picture Industry.

Handbook Reprinted

RADIO & Technical Publishing Co., New York, has published a third edition of Alfred A. Ghirardi's *Radio Troubleshooter's Handbook* ($5). The volume contains 744 pages of factual data designed to aid the radio serviceman in locating and eliminating trouble in receiving sets, including more than 400 pages of "case histories" of receiver troubles and their remedies, classified by make and type of set.

Sao Paulo Agency Acquired by Grant

Network of Brazilian Outlets Now Being Formulated

EXPANDING ITS Latin American operation, Grant Annuncios, S. A., subsidiary of Grant Adv., Chicago, has bought out-right the complete facilities of Reunida, Sao Palo, one of the oldest and largest agencies in Brazil. The acquisition of Reunida will add a fourth Latin American branch for Grant. The others are in Monterey, Mexico City and Rio Janeiro. The latter office was opened six months ago.

Peter Zahn has transferred from the Grant Rio de Janeiro office to Sao Paulo where he will manage the new branch office. Fabio Texteria de Carvallio, formerly head of Reunida, will remain with Grant in an executive capacity. Vicente Caruso has been named art director.

Harris, Echols on Job

L. G. (Bucky) Harris, who heads the Grant Latin American radio, has moved from Mexico City to Sao Paulo after having spent the past few months in the Rio offices. The entire Latin American operation of Grant is under the direction of David Echols who headquarters in Mexico City but who has been in Brazil for six months.

The agency is lining up network of Brazilian stations. Technical assistance is being provided to the stations on various phases of network engineering. As part of the Reunida facilities, Grant acquired modern studios recently completed, which the agency plans to use for the origination of network programs. The Grant broadcasting studios in Rio were completed a few weeks ago. The agency is planning to use extensive radio throughout Brazil both on network and spot basis.

Reunida at present has 26 accounts which include the Tobacco Industry of Brazil, a perfume account, an insurance account and a candy account. Of the 26 accounts, 11 are located in Rio and will be serviced by the Grant office in that city. The Sao Paulo office is located at Rua Braulio Gomez 25.

Ready

LOOKING AHEAD to victory is the Old Bee Hive department store, Burlington, Vt., which has contracted for all available time on WDEV, Waterbury, and WWSR, St. Albens, on the day the war with Germany ends. Programs to be broadcast are left to the station managers who will incorporate many special features and remote pick-ups. Arrangements were completed by Paul Chamberlain for Old Bee Hive, and Lloyd Squier, co-owner of the stations.

Agencies

R. E. McCARTHY, president of the McCarthy Adv. Agency, Tampa, was elected governor of the fourth district of the Advertising Federation of America, in "convention by mail" balloting. Vice-governor is R. D. Peterson, St. Petersburg independent, Secretary is Joe Orthner, Ace Letter Service, Miami, and treasurer is Stephen H. Fifield, Barnett National Bank, Jacksonville.

ANNE HILPERT GROSE, script writer for the Woodbury account at Lennen & Mitchell, New York, has resigned to freelance. She has been replaced by Mrs. Edna Snyder, formerly of J. Walter Thompson Co., New York.

ROBERT F. DEGEN, for the past ten years vice-president and merchandising director of Kenyon & Eckhardt, New York, has joined Ted Bates Inc., New York, as account executive.

ED CLARK, publicity director of Marschalk & Pratt, New York, has resigned, effective July 15, when he will join the Los Angeles office of BBDO.

YASCHA FRANK, formerly of D'Arcy Adv., New York, has joined William H. Weintraub & Co., New York, as executive creative head of the company's radio department.

MICHAEL KARLAN, former production manager and space buyer, of Hixson-O'Donnell Adv., New York, has joined Neal Reed Andrews Adv., New York, as media director and buyer.

EDGAR A. STEELE, for the last four years partner and executive of L. M. Clark Inc., New York research firm, and previously holding the same position with Daniel Starch Assoc., has been appointed director of research and media of Maxon Inc., New York.

MASON ANKER, former copy chief of the Chicago office of Sherman K. Ellic Inc., has been appointed copy chief of Ralph H. Jones Co., Cincinnati.

VIRGINIA SMITH, for five years traffic and business manager in the radio department of H. W. Kastor & Sons Adv. Co., Chicago, leaves July 15 for New York, where she will join Anne Nichols as supervisor of both the radio and road productions of *Abie's Irish Rose*. Before joining the Kastor agency, Miss Smith was in traffic and contract departments of Trans American Broadcasting & Television Corp., Mutual and KSD, St. Louis.

FRED H. GARDNER, formerly in the merchandising and research department of Sherman K. Ellis and more recently research manager of Buchanan & Co., has joined the research department of McCann-Erickson Inc., New York.

DAVE ELTON, Hollywood producer of Young & Rubicam is in New York for home office conferences on fall network programs.

BETH KENSINGER, formerly of WSUI, Iowa City, has joined L. W. Ramsey Agency, Davenport, Ia., as copywriter, replacing Emma Behnke McCleod, resigned.

ROLAND VAN NOSTRAND, former timebuyer of Lord & Thomas, New York, and Joseph Katz Co., Baltimore, has joined Ivey & Ellington, Philadelphia.

CHARLES CLEGG McKINNEY, active advertising and agency executive in Chicago since 1905, died June 25 at St. Francis Hospital, Evanston, Ill. McKinney was a founder-member of the original Chicago Advertising Club.

Leon Henderson to Biow As Economic Consultant

LEON HENDERSON, former administrator of the OPA, has accepted the post of economic consultant on post-war problems to the Biow Co., New York, it was announced last week by Milton Biow, president of the agency. The position will be his first with an advertising agency and he will start his new duties immediately.

A graduate of Swarthmore College, Mr. Henderson was a captain in the Army during World War I, after which he taught at the U. of Pennsylvania and at Carnegie Tech. From 1925 to 1934, he was a director of the Russell Sage Foundation in charge of consumers credit research, later becoming a member of the SEC, consulting economist of the WPA, and chief economist of the NRA. He resigned from the OPA Dec. 17, 1942.

Loveton's Agency

JOHN W. LOVETON, who handled radio on the Lucky Strike account at Foote, Cone & Belding, New York, last week opened an advertising agency under his own name at 475 Fifth Ave. Associated with him is Rodney Erickson, at one time a CBS program director and recently active in radio at Foote, Cone & Belding.

Leading Daytime Shows

FIRST on the list of "Top 10" daytime weekday programs measured by C. E. Hooper Inc., and released in the June Daytime "National" Ratings Report is *Portia Faces Life*. *Stella Dallas* and *Helen Trent* are rated second and third respectively, followed by *Kate Smith Speaks*, *When a Girl Marries*, *Big Sister*, *Young Widder Brown*, *Our Gal Sunday*, *Ma Perkins*, and *Life Can Be Beautiful*. Top-ranking weekend daytime shows, not included in the above weekday list are William L. Shirer, first, and *Pause That Refreshes on the Air*, second.

BESIDES his film assignment in RKO's "Around the World", Kay Kyser, star of the weekly NBC *College of Musical Knowledge*, is completing a commercial film for the network as well as added scenes in the MGM picture, "Right About Face".

ROBERT LaBOUR, former NBC producer, has joined BBDO, New York, to specialize in new ideas for radio programs for the agency's accounts. Lucille Vella, secretary in the BBDO radio department, has been named head of the radio traffic department.

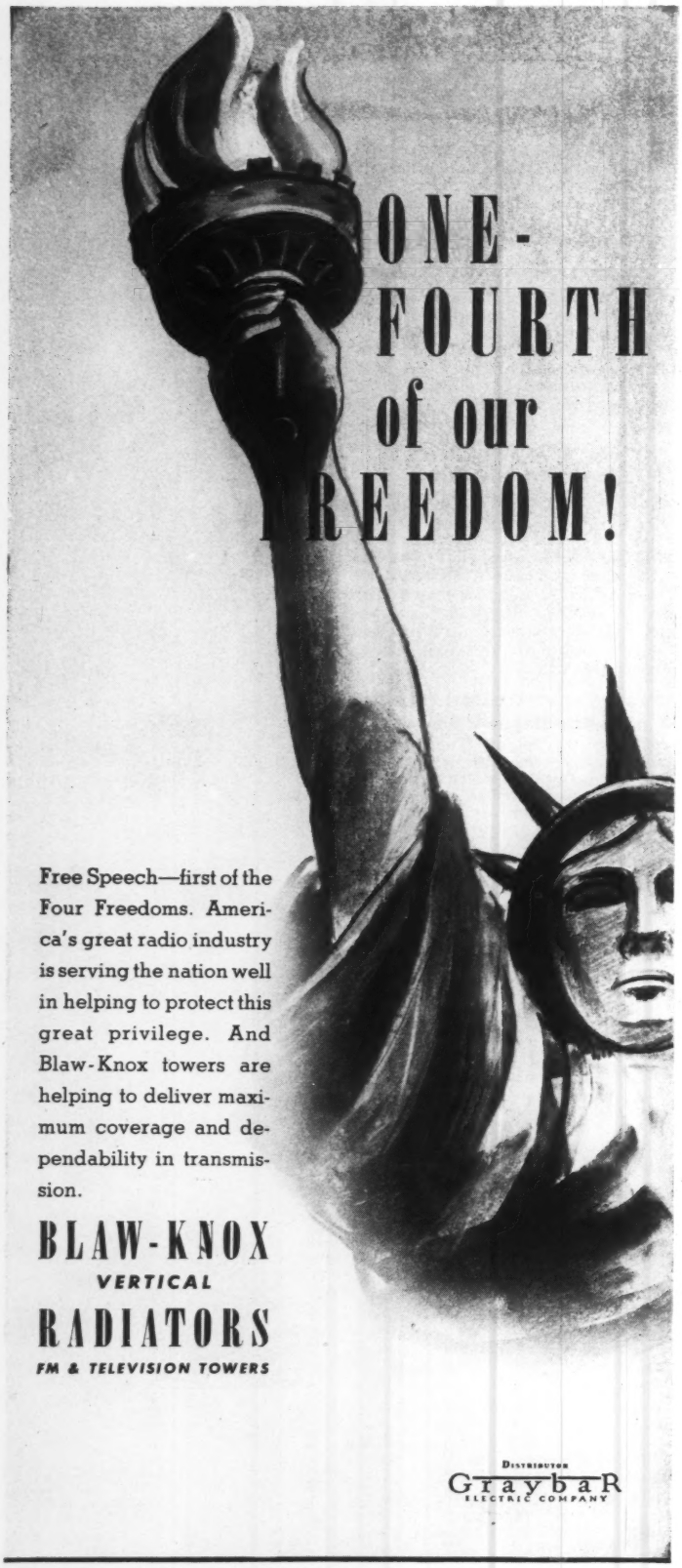
ROBERT H. SMITH, associate radio director of the Clements Advertising Agency, Philadelphia, left to accept a commission in the Navy Reserve. He will be replaced by his wife.

MITCHELL BENSON, formerly in the radio department of Foote, Cone & Belding, New York, has joined the radio department of the Wm. Morris Agency, New York.

MRS. EDNA F. SNYDER, formerly of J. Walter Thompson Co., New York, has joined the copy staff of Lennen & Mitchell, New York.

NORMAN S. ROSE, former advertising manager of the *Christian Science Monitor*, has joined Carl Byoir & Assoc., New York, public relations counsel, as a writer.

ROBERT KAHN, president of Robert Kahn & Assoc., Chicago, is father of a girl.



Free Speech—first of the Four Freedoms. America's great radio industry is serving the nation well in helping to protect this great privilege. And Blaw-Knox towers are helping to deliver maximum coverage and dependability in transmission.

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

Distributor
Graybar
ELECTRIC COMPANY

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building . . . Pittsburgh, Pa.

OVERTIME RULING FOR UPPER LEVELS

TO ESTABLISH the method by which overtime payment to salaried and professional employes may be determined, Guy T. Helvering, Commissioner of Internal Revenue, has issued a statement to guide employers and has sent related instructions to the regional offices of the Salary Stabilization Unit.

Although no set overtime rule has been laid down, the new instructions specify that maximum amounts allowed will be those necessary to keep minimum differentials between job classifications, and overtime payments permitted in the higher levels will be relatively lower. Except where an employer has had an overtime payment plan in effect since Oct. 3, 1942, all cases must be approved by a regional Salary Stabilization office.

The procedure applies to salaried employes earning more than $5,000 a year, and executive, administrative and professional employes making under $5,000 and not represented by a labor union, with executives receiving more than $30 weekly, and administrative and professional workers earning more than $200 a month.

While recognizing that supervisory and professional personnel often earn proportionately less than other employes because there is no legal provision for overtime payment to this group, the Commissioner's statement points out that it is customary for employers to maintain pay differentials between workers, and supervisors and professionals.

Publicity Survey

TO DISCOVER how well supplied with releases from publicity divisions of various organizations are the 580 members of the Assn. of Women Directors, NAB, a survey of such material has been completed under direction of Mrs. Dorothy Lewis, coordinator of Listener Activities for the NAB. A committee of eight women is in charge of checking the releases, including Mrs. Lewis, Ann Holden, KGO; Peggy Cave, KSD; Ria McCarty, WCOL; Margaret Cuthbert, NBC; Lavinia Schwartz, WBBM; Mildred Bailey, WTAG, and Ruth Chilton, WSYR. A survey of women's programs will be undertaken by the Assn. this August, Mrs. Lewis added.

SPUR FOR BETTER announcing is this sign placed over the mike by WTCN, Minneapolis. Audience figures are on a revolving disc so they may be adjusted to Hooper ratings for each broadcast period of the day.

WCOP License Granted

REVERSING its decision of last March to investigate the methods of WCOP, Boston, for selecting personnel and its supervision of personnel and sales, in connection with license renewal proceedings, the FCC last week adopted an order granting without hearing the application for renewal of license. The hearing, set for July 14, but now cancelled, was to deal with alleged practices centering around foreign language broadcasts. Individuals mentioned in the Commission bill of particulars were dismissed, said Harold A. Lafount, executive head of WCOP, in a statement last December pointing out that the station had always cooperated fully with the FCC.

HENRY LOUIS (Colonel) KLUTE, former San Francisco businessman and radio announcer, in Federal Judge A. F. St. Sure's court was found not guilty of charges that he acted as an agent of the German Government without registering with the U. S. State Department. Decision was rendered in late June.

CHILDREN'S SHOWS IN PEABODY AWARDS

AS PART of a plan to make the annual George Foster Peabody Radio Awards reflect public opinion more accurately as well as to give local broadcasters fair representation in the final judging, Dorothy Lewis, coordinator of Listener Activities Division of the NAB, has invited 101 leading persons in 40 states to serve as chairmen of local subcommittees to evaluate local programs for the awards. Mrs. Lewis has also notified local station managers of the appointments, urging them to support the local award committees through the stations' program and publicity departments.

Committee members will listen to the programs recommended and in September will report their findings. Final selections will be forwarded to the National Committee at the Henry W. Grady School of Journalism as well as to the Listener Activities division of the NAB.

An additional category—outstanding children's programs—will be included in 1943 with the six program classifications used as the basis of the 1942 awards. Final entries will probably be due in December.

Listen, Then Buy

OUT of 421 women interviewed in Rogers Department Store, New York, 28.3% said they listened to Kathryn Cravens, women's commentator sponsored by the store five-times weekly on WNEW, New York, and 17.2% of those interviewed on the street had listened to her program. Out of each hundred women shoppers questioned in the store, 92% admitted returning to purchase items mentioned during Miss Cravens' broadcasts. Program has been renewed for 52 weeks, effective the end of June.

Paramount Promotion

FIRST RADIO promotion for Paramount Pictures "For Whom the Bell Tolls," which has its world premiere July 14 at the Rivoli Theatre, New York, got under way with announcements on WEAF and WABC, New York. Plans are being made for one-minute transcribed announcements on other New York outlets. Agency is Buchanan & Co., New York.

RELIGIOUS programs may be transmitted from Highland Park Baptist Church of Detroit to CKLW, Windsor, Ont., under authority granted last week by the FCC to Stanley G. Boynton, Detroit. Hours are 8-8:45 p.m., EWT, Sundays, for 52 weeks.

"Ever since WFDF Flint Michigan announced the gasoline ban, the Smiths' family car has responded nobly on ice water."

HELP WANTED
'Column' With Participating Sponsorship

A HELP-WANTED column of the air with a showmanship flair has been inaugurated on WAIT, Chicago. Titled *Need A Job?* the 10-minute program is broadcast six times a week under the participating sponsorship of four Chicago concerns: The Fair (department store), Powell Co. (war industry), Foot Gear & Machine Co., Brock & Rankin Co. (publishers). Other industrial concerns desirous of securing help can participate in the program. Employes of the companies are interviewed on the type of work they are doing, and the advantages of their companies' employment are explained. The show is arranged and broadcast by Stella White.

KVRS, Rock Springs, Wyo., has acquired the special AP radio news wire from Press Assn.

New WTOL Studios

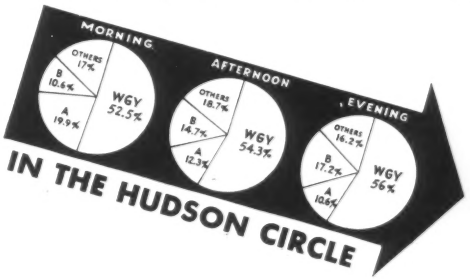
NEW STUDIOS are planned for WTOL, Toledo, following the purchase by the station of the former *Toledo News-Bee* building, Arch Shawd, vice-president and general manager, announced last week. The structure will be developed into a full commercial building, Mr. Shawd said, with construction contemplated as soon as priorities have been obtained and WTOL's present lease in the Bell Building has expired.

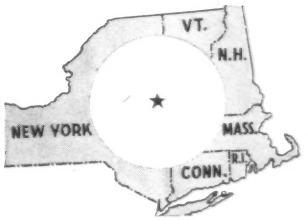
Sees FM Superior

FM, used in combination with the ultra-high frequencies, provides so many points of superiority over amplitude modulation on medium frequencies for many public and private radio services that its use will be rapidly extended after the war, according to Raymond F. Guy, NBC radio facilities engineer, at the recent combined conference of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

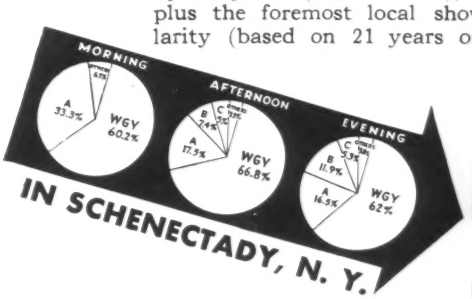
WELCOMING GUESTS to "Duffy's" before the famous bistro closed for the season were Lee H Bristol, vice-president in charge of advertising of Bristol-Myers, who revealed his ambition to be a radio announcer when he appeared on the broadcast on the Blue Network; Ed (Archie) Gardner, writer, producer and star of the show; and J. M. Allen, assistant vice-president and advertising manager of Bristol-Myers. The drug firm will return the show to the BLUE in the fall, replacing it during the summer with *Noah Webster Says.*

Crossley's
OUTLINE OF LISTENING





THE 1¾-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.



A prosperous portion of the Hudson Circle.

Represented Nationally by
NBC
Spot Sales

GENERAL ELECTRIC
WGY
SCHENECTADY, N. Y.

WGY-114

"Plug Kendrick says:

RESULTS BRING RENEWALS

Gaseteria started WINNvertising in January 1941. They're still with us!

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Merchandising & Promotion

Promoting Learning—Canning—Tackle
Bond Network—Babe Ruth Photo

A FIVE-WAY promotion for the new *Let's Learn Spanish* program series on WFIL, Philadelphia, and sponsored by Lit Brothers Department Store has been arranged by the station. Endorsement of the program was secured from all Latin-American Consuls in Philadelphia and the Pan American Assn. permitted the station to circularize its membership. Language department heads in schools and colleges were asked to suggest to their classes that contact with their Spanish studies be maintained during the summer by listening to *Let's Learn Spanish.* Fifty thousand book markers are being distributed in public libraries. A series of car cards and newspaper ads is planned.

* * *

Something New

WHEN WMRN, Marion, O., joined the BLUE the first of last month, Mayor R. C. Snare saluted station and personnel in a brief talk on the air. More than 300 advertisers on the station turned out for a cocktail party, at which all received blue carnations and assembled in a hotel ballroom covered with posters with the theme: "We're on the BLUE, thanks to you." Ads ran in papers of surrounding towns and cities three days before the affiliation became official. Promotion included a limerick contest run by Lou Marsh, program director, and Bob Gross, staff announcer, which asked listeners to fill in the blanks of "Something old, something new; on June 1,WMRN ——— the ———."

* * *

Bond Network

THE STORY of the Kansas War Bond Network is told by a heavily illustrated broadside, 5,000 of which are now being distributed by KTSW, Emporia, Kansas State Teachers College station, which originated a series of 13 half-hour War Bond programs for an 8-station Kansas network. Programs were carried live or transcribed by KTSW, KANS, Wichita; KCKN, Kansas City; KGGF, Coffeyville; KSAL, Salina; WREN, Lawrence; KVGB, Great Bend; KGNO, Dodge City.

* * *

13 Scripts

NBC is releasing to all its affiliates a series of 13 scripts providing material for 12½-minute broadcasts of news of NBC programs and personalities. Material may be used on a sustaining or locally sponsored basis. Carl Jampel, staff writer, is writing the scripts.

* * *

Desk Aid

AN ATTRACTIVE desk blotter "especially designed for busy advertising people" is used as a promotion piece by WKBN, Youngstown. A celluloid cover carries a conveniently arranged calendar which includes the previous as well as the following year.

Wartime Canning

HELP FOR HOMEMAKERS is found in booklet: "ABC of Wartime Canning," by Josephine Gibson, distributed with compliments of WIBW, Topeka, Kan. The brochure is packed with practical suggestions on home canning methods, recipes for rationed menus, war workers' lunches, etc. Sample headings: Week's Point Saving Menus for a Family of Four, Containers for the Packed Lunch, Foods that Carry Well, Low Point Meat Dishes, etc. Bulk of copy is on canning, with acknowledgment to U. S. Dept. of Agriculture for information provided.

* * *

About Wings

DENVER Public Library, Denver, has issued, after repeated requests, an attractive pamphlet containing a copy of the script for the 18th broadcast in its series *Speaking of Wings,* produced by the Rocky Mountain Radio Council and conducted by William E. Barrett, consultant in Aeronautics of the Library. The script honored the silver anniversary of the Airmail on May 15, 1943, and gives a brief history of the development of air mail service and the beginning of passenger service.

* * *

Troop Locations

AN INVASION MAP, prepared by the news department of WLS, Chicago, multi-colored on enameled stock 28 by 36 inches in size, is offered to listeners for a dime. Besides a main European map showing 13 possible invasion routes, the folder includes maps of other theaters of war. Other features are a map locating United States troops in all parts of the world, an air-distance and future air routes map and pictures of all United Nations leaders.

* * *

Troop Tackle

TACKLE-For-Troops, collected in a WCKY, Cincinnati, drive netted 150 rods, 150 reels, 15 tackle boxes, 10,000 yards of fishing line, 1500 assorted baits, 2000 sinkers, 10,000 assorted hooks and 1000 flies, floaters, leaders, etc. Campaign, sponsored by the station and newspapers of the city, resulted in this 450-pound shipment to soldiers in a "recently acquired possession", according to the Special Service Division of the War Dept.

* * *

Coverage Map

COVERAGE MAP, market data, and information on the state of Wisconsin in the war and the "Badger State" as a market, has been issued to advertisers and agencies in a file folder by the Mutual affiliated Wisconsin Network Inc., Wisconsin Rapids.

* * *

Official Good Will

MAYORS and other officials of New Jersey towns are heard in a weekly quarter-hour presented on WPAT, Paterson, by the N. J. State Good Will Commission. Purpose is to further an understanding of civic affairs.

EMPHASIZING the population peculiarity in the "Heart of America," Chestine Wilson, art editor of KMBC, Kansas City, originated these heart characters to symbolize the composition of the station's audience—51% urban and 49% rural. Sitting on top of the microphone is Kitty of Kansas City, representing the feminine portion of urban listeners. At the right is Kansan, representing the rural audience. Kitty's helpmate, Casey (pronounced K. C.), stands at the base of the microphone and at the left is Kansan's "galfriend," who represents feminine rural fans.

Around Increases

PROMOTION PIECE released by WEAF, New York, is built around the three increases in time purchases effected by Manhattan Soap Co., thru Franklin Bruck Adv., New York. Sponsor started with three of Don Goddard's newscasts, added several, and later expanded to a women's interest program.

* * *

Babe Ruth Photo

A CERTIFICATE signed by Babe Ruth, baseball star, and Bill Stern, NBC sports director, goes to every member of the studio audience of the *Babe Ruth in Person* program on WEAF, New York. Certificate bears photos of Babe Ruth and the NBC public service emblem.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

Sale of 24% Interest in WOKO Cited In Testimony at Hearing Before FCC

SALE of the 24% interest in WOKO, Albany, New York, owned by Sam Pickard, ex-radio commissioner and former vice-president of CBS, to Monroe M. Redden, an attorney of Hendersonville, N. C., came to light July 3 in Mr. Pickard's testimony in the WOKO license renewal proceedings in Washington [BROADCASTING, July 5]. Hearings are to be resumed July 22.

The amount involved was $75,000, a fourth in cash, the remainder to be paid in installments. The 240 shares represented are in escrow until fulfillment of terms of the contract, one of which is that the FCC approve transfer of the stock. Observers could see no reason for FCC objection to the transfer, pointing out that under its rules the Commission is required to approve transfer only of controlling interest.

Ownership Record

The hearing, according to the Commission bill of particulars, is concerned only with securing an accurate record of the ownership of WOKO for the 13 years of its operation, in order to determine from the record whether the management is competent to serve the public interest. Mr. Pickard has testified to ownership of 240 shares of stock which has appeared on Commission records of ownership since 1934 in the name of R. K. Phelps, his brother-in-law, and before that in the name of Harold E. Smith, general manager and part owner of the station, but never in the name of Mr. Pickard or of his wife, in whose name the stock was registered before transfer of the stock to Mr. Phelps.

Mr. Smith's testimony last Monday brought out that the delay in assigning the 24% interest to Mr. Pickard after making the deal for services, including assistance in securing affiliation with CBS, was due to his desire to settle the matter of affiliation first. Although he admitted he had wanted to protect Mr. Pickard from "embarrasment" with CBS and the FCC, his testimony indicated, under questioning of Marcus Cohn, FCC attorney, that he was also concerned about keeping his affiliation contract.

Mr. Smith said that he had been willing to give the stock because Mr. Pickard's services in arranging the CBS tieup were valuable, and Mr. Pickard himself claimed that it was a fair recompense for his assistance to WOKO, but later conceded his efforts were in line with duties he would have performed on behalf of any station for CBS.

R. K. Phelps was not consulted about sale of the 24% interest either before or after the negotiations with Mr. Redden, according to Mr. Pickard. He explained that when his brother-in-law had discovered the highly valuable nature of the gift in 1934, he had refused to accept the dividends from it although, Mr. Pickard insisted, he could at any time have had all or any part of the dividends he cared to claim. He testitfied further that Mr. Phelps, if he desired it, had the privilege of claiming any part of the sale price of the stock.

School Program Chosen

FOR THE SECOND year, CBS' *American School of the Air*, has been designated by the Office of War Information and the U. S. Government as the official channel through which news information and instructions for civilian activities will be conveyed to children and young people, teachers and parents. Program returns to the air Oct. 11 and continues through April 28 of next year, with a total of 130 programs scheduled. Each week-day will be given over to a special subject, including *The Tools of Science, Gateways to Music, New Horizons —World Geography, Tales from Far and Near,* and *This Living World*. The series is produced by the CBS education department, of which Lyman Bryson is director. Leon Levine is director of the broadcasts.

Kellogg Adds Plant

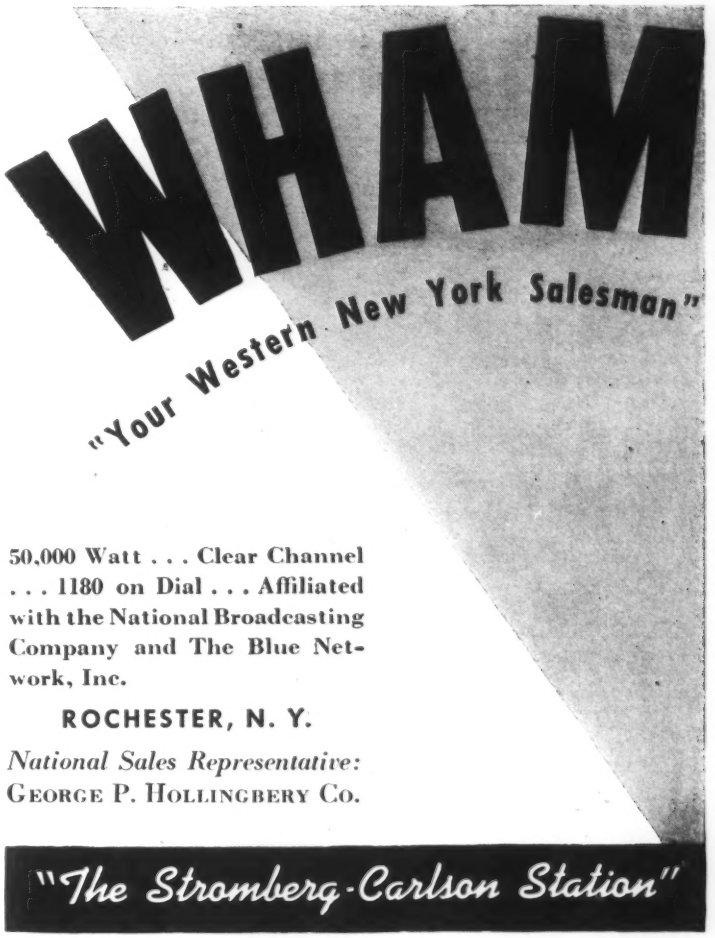
EXPANDING PRODUCTION, the Kellogg Co., Battle Creek (cereals), has signed a long-term lease on the Miller Cereal Mills, Omaha, it was announced last week by W. H. Vanderploeg, president. Heretofore all Kellogg products processed in this country were made in the Battle Creek plant, with other units in England, Australia and Canada.

Products of the new unit will be the same as those produced in Battle Creek: Corn Flakes, Krispies, Pep, All-Bran, Shredded Wheat, 40% Bran Flakes, Krumbles, and Variety Package. Agencies handling the Kellogg account are J. Walter Thompson Co., Chicago and New York, and Kenyon & Eckhardt, New York.

OWEN LATTIMORE, director of OWI Pacific operations, and former political advisor to Generalissimo Chiang Kai-Shek, is heard in a weekly NBC program highlighting destiny shared by America and the peoples of the Pacific. Replacing *Unlimited Horizons* as part of the network's *Inter-American University of the Air* series, the first broadcast, July 11, presented an expose of Japan's Tanaka Memorial of 1927 and the forces of imperialism behind it.

E. L. FEININGER, managing engineer of the varnish and mica products department of General Electric Co., has been named manager of a new division of the appliance and merchandise department of G-E, to be known as the resin and insulation materials division, with headquarters in Schenectady, according to an announcement by H. L. Andrews, vice-president in charge of the A. & M. department, Bridgeport, Conn.

THE ADVERTISING FEDERATION of America has elected to its membership WBNS, Columbus; and WEXL, Royal Oak, Mich.


WHAM
"Your Western New York Salesman"
50,000 Watt . . . Clear Channel
. . . 1180 on Dial . . . Affiliated
with the National Broadcasting
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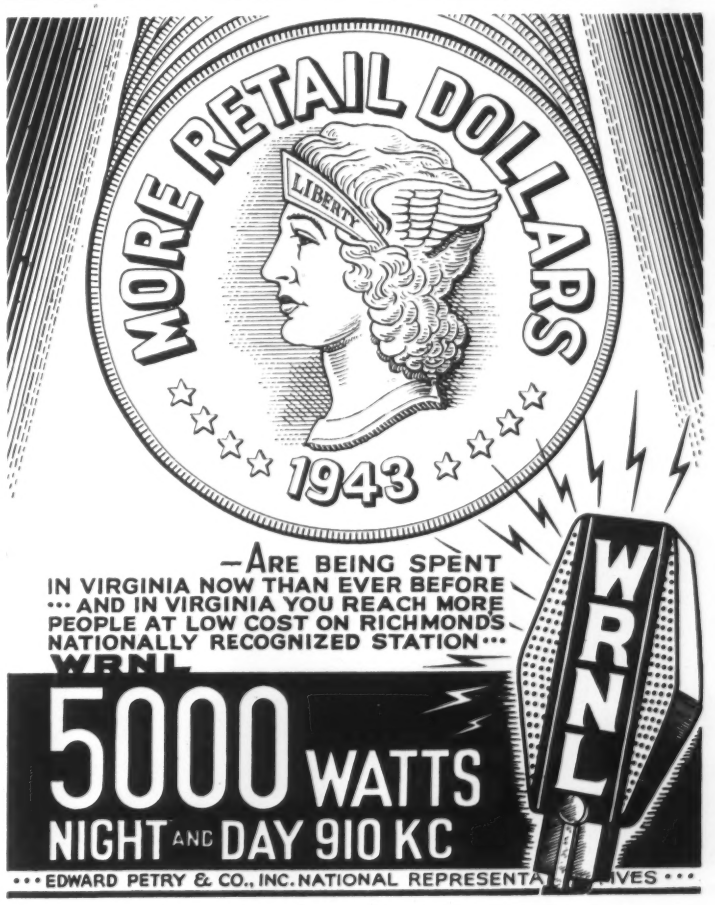
ROCHESTER, N. Y.
National Sales Representative:
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"



Canadian Ceiling

CANADIAN ceiling prices for used receivers and used tubes have been set by the Wartime Prices & Trade Board, Ottawa. Rebuilt receivers are defined as radios which have been completely overhauled. Prices of used receivers which have not been rebuilt will be 50 per cent of the rebuilt price. The order provides that dealers must guarantee every used radio sold. If the set sells for $50 or less, the guarantee must be for 30 days. If the selling price is more the guarantee must extend to 90 days. The price charged for used radio tubes must not be more than 25 per cent of the price charged in the same district for the same kind of tube when new.

Double Ad Support to the War Effort Urged by LaRoche on Closed Circuit

CHESTER J. LAROCHE, chairman of the War Advertising Council, and Frank E. Mullen, vice-president and general manager of NBC, on a closed-circuit hookup on NBC last Tuesday urged station executives, newspaper publishers and representatives of chambers of commerce and trade groups of the need for intensified support of home front campaigns by advertisers and advertising media.

The two executives outlined suggestions for organized local meetings in communities through the country on July 14 to hear the special NBC broadcast arranged by the War Advertising Council as the opening gun of its nationwide drive for a "War Message in Every Ad."

Byrnes to Speak

Speaking to "members of the radio industry and all advertising men," Mr. LaRoche, in his talk, stated that "the importance and size of the audience to this broadcast is very largely in your hands. On its success depends the first organized attempt to create the fighting home front we must have to back up our invading armies."

Introduced by Mr. Mullen, Mr. LaRoche reported that James F. Byrnes, Director of War Mobilization, will join the previously announced Washington leaders on the July 14 broadcast to explain the role that advertising can play in creating a better organized home front. He announced that the broadcast is scheduled for 1:15 p.m. on 138 NBC stations, with other speakers to be Donald Nelson, chairman of the WPB; Marvin Jones, War Food Administrator; Elmer Davis, director of the OWI, and himself, speaking for the WAC.

Reporting that the total contribution of all advertising in the past 12 months has been at least $250,000,000, Mr. LaRoche said that twice that amount is now needed—$500,000,000 or one third of the total of all advertising—"twice as much because the job this fall is easily twice as big."

Mentioning radio's role specifically, Mr. Roche said that "since April 27, 1942, 120 advertisers have contributed time on 202 coast-to-coast network programs each week. On these shows 115 messages are delivered weekly to an average audience of 300,000 listeners.

"On 85 spot programs, 38 messages are delivered to 9,000,000 listeners weekly.

"70 advertisers have contributed, at various times, their entire shows to war information projects and without any mention of their own products.

"In addition to this national effort, 891 stations broadcast 8,000 messages locally per day.

"Combined with the networks' contribution of time and talent for shows like the *Army Hour*, *This is Our Enemy*, business has made a total contribution of $100,000,000 through radio to the government's information program."

'Irishman' Continues

THE SMILING IRISHMAN, Los Angeles, is now using nine stations in the New York area to obtain used cars for use on the West Coast, and continues to place advertising through Carl Calman Inc., New York. J. R. Kupsick Adv., New York, is the agency for Murphy & Holzer, New York used car firm started by the present Smiling Irishman heads, but now a separate concern. Murphy & Holzer is using two New York outlets, as reported in BROADCASTING, July 5.

WHEN Major Gen. Levin H. Campbell, Jr., chief of the U. S. Ordnance department, other high-ranking officers, and a group of educators inspected installations at Fort Crook in Omaha, KOIL was on the job during the two-day meeting. One feature was a demonstration of an amphibious jeep crossing the swollen waters of the Platte river. Harry Peck, KOIL special-eventer, and Jerry Weist, engineer, (above) went along with a shortwave pack transmitter. The technical setup was under supervision of Al Bates, KOIL chief engineer. On the river crossing, Peck's description was shortwaved from the pack transmitter to the mobile unit on the other side of the river and again shortwaved to KOIL's studios. Bates also cut transcriptions of several other army events.

Crosley Shortwave

PERMISSION was given OWI last week by the WPB non-military facilities committee to construct a substation, antenna and install three shortwave transmitters at Mason, O., for the international broadcasting station to be operated there for the government by Crosley Corp. Amount of construction, according to the OWI application, was $854,000. Previously, the Defense Plants Corp., an RFC subsidiary, had granted $450,000 to Crosley for the purchase of ground and other construction for the station [BROADCASTING, July 5].

KOA, Denver, played host to visiting delegates of Lions International at a recent district convention. A program of western music and song was arranged for them by Duncan McColl, KOA sales manager, and a demonstration of studio sound effects provided by Clarence Moore, program director, and J. Bert Mitchell, coordinator of sales and programs.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

* Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

INTERESTED IN THE CAROLINAS?

INVESTIGATE WSPA AT SPARTANBURG

5000-1000 WATTS • CBS

REPRESENTED BY HOLLINGBERY

Fly Testifies At Cox Probe

Continued from page 12

mitted checking of the telephone to Japan before Pearl Harbor, and might have prevented the disaster.

"The Chairman of the DCB opposed stopping Japanese language broadcasts in Hawaii, a factor which led to the disaster."

The entire day's session Friday was given over to the committee effort to show that the Administration sought to block the inquiry through stoppage of delivery of official documents. Rep. Hart supported the Administration's position, declaring it was not up to the committee or its counsel to determine what constituted "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information". Moreover, he contended there was no question of personalities involved, but only the fundamental issue of the proper exercise of the appropriate constitutional functions of each of the three branches of the Government. He said the investigation involves no persons anywhere in the Government "except insofar as malfeasance and misfeasance in office may be found."

If the committee finds itself "too seriously handicapped", Judge Cox stated, it will feel called upon to refer the matter back to the House of Representatives for action.

"It is deeply to be regretted that exception must be taken to the action of the President," the chairman stated. "It is with great reluctance and due respect that the Committee does so. But the issue is so fundamental, the conflict of authority is so clear, the duty of the Committee to the House of Representative so paramount, and the issues of constitutional processes so completely involved, that the Committee is left no other course to pursue."

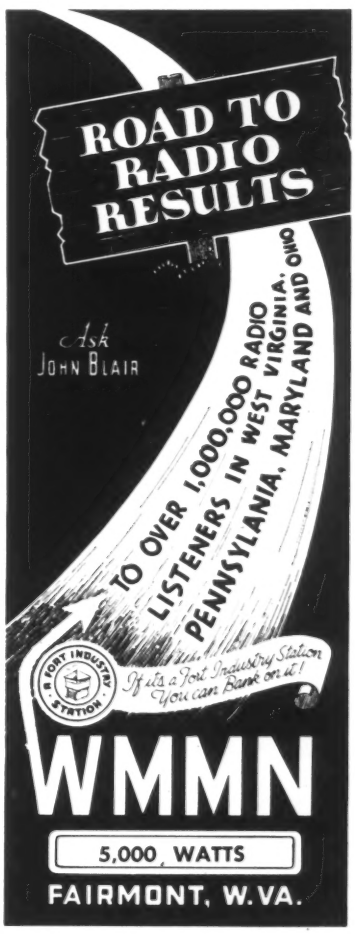
The examination of Chairman Fly by Counsel Garey boiled down to a single question—whether, as chairman of BWC, he would produce the files covering the Neville Miller inquiry. The answer, arrived at after the most intensive kind of grilling intermingled with instructions from Chairman Cox that the witness answer the questions directly, was that because of his "instructions" from the membership of the BWC, he would have to decline to answer. The crossfire at times reached fever heat.

Claims Refutation Of Committee Charges

Mr. Fly denied he had "preferred charges" against Mr. Miller, but refused to be drawn out. At one point he told the committee he had "in my pocket a confidential document from the joint Chiefs-of-Staff which completely refutes the charges made public by the committee relative to Army and Navy complaints against the FCC. He added that he regretted he was "bound by the Espionage Act" from making this evidence public.

After Chairman Cox had interrupted that the committee did not think it proper for him to make "a speech", and pointed out that "you have your own sounding-board facilities", Mr. Fly said he felt he would be "derelict in my duty" if he did not reveal the existence of the directive from the joint Chiefs-of-Staff.

In the midst of Mr. Fly's examination, and following his refusal to reply to his questions, Mr. Garey called to the stand Charles R. Denny Jr. to inquire about the existence of the files in the Miller matter. Mr. Denny said that when he assumed general counselship of the FCC last October and became


ROAD TO RADIO RESULTS
Ask John Blair
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLVANIA, MARYLAND AND OHIO
A FORT INDUSTRY STATION
If it's a Fort Industry Station You can Bank on it!
WMMN
5,000 WATTS
FAIRMONT, W.VA.

ON TO VICTORY-

GUIDED BY GATES

Radio is the backbone of our great mobile forces . . . to keep them on the move . . . to coordinate all units into a potent striking force. The whole operation of our fighting men on land . . . aloft . . . and afloat depends upon the vital artery—*Communications!*

Gates is devoting all of its facilities and craftsmanship to the production of wartime communications equipment —transmitters, tuning and control units, amplifiers and remote equipment. Gates engineers, the men and women on the line have been developing new methods to speed production, new methods to improve performance, creating new engineering short-cuts, but always holding high the quality standards for which the Gates name stands.

Today, all these developments belong to our men at the front, to help them speed on to Victory. Tomorrow, these developments will be yours to better serve you and your station.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS; U. S. A.

Manufacturing Engineers Since 1922

chairman of the Law Committee of the BWC, Telford Taylor, his predecessor, handed to him a large sealed envelope marked "Neville Miller". While he said he had never opened it, he presumed it contained all of the data.

Asked whether he would produce this data, Mr. Denny said he felt himself bound by the BWC directive against release of this material.

In opening the proceedings on Friday, Mr. Garey placed in the record a letter from Elmer Davis, director of OWI, dealing with the inference that the OWI foreign service activities had been embarrassing to the armed forces. Mr. Davis said this allegation insofar as it related to OWI was completely without foundation and asked to have Philip Hamlett of the Overseas Branch testify before the committee. Mr. Garey suggested that the paragraph in his letter of June 25 to the Secretary of the Navy, from which this inference was drawn, be modified.

Budget Director Smith, in explaining that he had refused to supply the data relating to the proposed transfer of RID to the Army, said that his counsel had advised him that these were confidential papers between the Director of the Budget and the President. He asserted "my position is not of my own making."

He alluded also to an opinion of the Attorney General in 1941 to the same end. He emphasized that he had specific instructions that the contents of these documents were not to be divulged. In view of his instructions, he said he saw no alternative but to refuse the request of the committee that he produce the documents.

Asked whether he saw any distinction between production of the evidence in executive session as against public hearing, Mr. Smith said he would have to seek advice of his counsel. He was instructed to consult counsel and then contact Mr. Garey on a subsequent appearance.

After Mr. Garey had established the manner in which BWC functions and had read into the record an exchange of letters with Chairman Fly, wherein BWC twice refused to supply the data relative to the Neville Miller "trial" on the ground that the data was confidential, Mr. Garey sought to ascertain what, in Mr. Fly's judgment, constituted "confidential data". He also covered a telephone conversation with Mr. Fly "shortly after June 18, 1943" but Mr. Fly disagreed with the counsel's understanding of that conversation. Several times the cross-fire became heated, with Mr. Fly asserting that he had not made the remarks Mr. Garey quoted indirectly.

Reads Record of Miller Controversy

On one occasion Mr. Garey recited that in his telephone conversation, Mr. Fly had "agreed with me on my position" but had said that he had been "overruled by the board." Mr. Fly added, said Mr. Garey, that he would try to "slant" Mr. Garey's position to the board if a second letter were written.

Mr. Fly rejoined "there was no such conversation or any such remark made by me."

Mr. Garey held that the position of BWC was "untenable" and "without the foundation of law." He contended that nothing would be disclosed to adversely affect the war interest.

Mr. Garey then read into the record a recital of the Neville Miller controversy, declaring that it covered alleged "breach of trust" to BWC by Mr. Miller as chairman of Committee IV, dealing with domestic broadcasting.

The allegations were that Mr. Miller had sent to the NAB membership a confidential plan dealing with solution of the industry's manpower problem, through setting up of recommended essential classifications, and another document relating to creation of a broadcast equipment pool, which differed from a plan espoused by Mr. Fly. He added further that Oscar Schachter, then FCC attorney and secretary of the BWC law committee, had drawn up proposed findings and conclusions on the Miller matter, but that other members of the law committee insisted upon taking evidence—a position vigorously opposed by the FCC general counsel.

The recommendation of the law committee to the BWC, after taking of evidence, Mr. Garey related, was 3 to 2, holding the charges unsustained and concluding that the release of "confidential information" was not sustained by the evidence.

It was contended further, he said, that the position of the general counsel was "dominated and controlled by Mr. Fly. Mr. Garey held that the charges against Mr. Miller were "changed three times". The allegation was made that the charges were preferred by Mr. Fly against Mr. Miller because of "personal opposition" and to "punish Mr. Miller for his opposition".

When Mr. Garey pressed the BWC chairman on the Miller charges, Mr. Fly said he did not want to give "piece-meal" answers and find himself in violation of the instructions from his board not to divulge any facts incident to that

Senate's Radar

THE STORY of radar, "the most revolutionary military device of the war" is now an official Senate document, following passage of a motion by Sen. Scrugham (D-Nev.). Calling radar "the superweapon", Sen. Scrugham had suggested that a series of articles by John Hightower, Associated Press science writer, be printed as a Senate document (S. Doc. 89).

CBS Gets First Plant In Shortwave Program

FIRST new international broadcasting plant to be opened under the program of facilities expansion of the Interdepartmental Planning Committee of the FCC, OWI and CIAA is expected to be that of CBS at its Wayne, N. J., transmitter site. Other single transmitters have previously been added to existing plants of other licensees.

Two 50-kw. high-frequency international broadcast transmitters, the first to be available for installation Aug. 31, the second Sept. 15, are to be installed. Antenna construction, transmitters and installation expense is to be paid for by the Government. CBS is to operate the transmitters under an operations contract similar to an existing contract covering operation of Columbia's shortwave station at Brentwood, L. I.

CBS will purchase a small amount of additional land to provide space for the construction of the high-frequency antennas near Wayne, which was the former site of Columbia's key station WABC.

Store's Sewing School

JOHN SHILLITO Department Store, Cincinnati, is sponsoring a sewing school program heard weekly over WSAI. Printed lesson sheets are available for each broadcast and woman listeners have the opportunity of making a dress of their own choosing.

He can be had!

Yes, fortunately for someone The Mystery Chef can be had —on KGO.

You already know the records he has been setting around the country, currently sponsored on 48 Blue Stations—with good success. Some lucky sponsor is going to get him on KGO—serving the rich San Francisco-Oakland market. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO · OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

BALTIMORE'S BLUE NETWORK OUTLET
WCBM
SPOT SALES, INC.

THERE'S NOT ANOTHER LIKE IT!
WEAC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY
New York Boston Chicago Detroit San Francisco and Hollywood

matter. He said he did not feel he could answer the questions unless specifically instructed by the board.

Disclaiming any conversation "in Chicago" with Mr. Russell regarding the Miller investigation, Mr. Fly finally asserted that in view of the "innuendoes and implications", he thought he should explain that he did recall that Mr. Russell, at a board meeting of the NAB in Chicago, was in a position to cast the deciding vote on whether Mr. Miller should remain as president of the NAB. He said Mr. Russell "didn't vote and Mr. Miller stayed."

Asked whether he would supply the information in executive session, Mr. Fly said he felt obliged to "disagree" on the basis of what had happened to other documents placed before the committee. Later, Mr. Fly said he would be guided by the instructions of BWC in connection with testimony in executive session.

When Mr. Garey charged Mr. Fly with "purposely evading the questions", the FCC chairman said that he was in sympathy with the position of BWC that disclosure of the Miller information would affect the "national security and the national prestige".

Chairman Cox instructed Mr. Fly to make his answers "responsive". Several times Judge Cox ordered his answers stricken from the record. Mr. Fly insisted, however, that he was trying to cooperate with the committee and that he had a "long line of extensive cooperation with it". Mr. Fly commented that "the only light I have to guide my feet is from the lamp of experience."

Forrestal, Patterson Letters Introduced

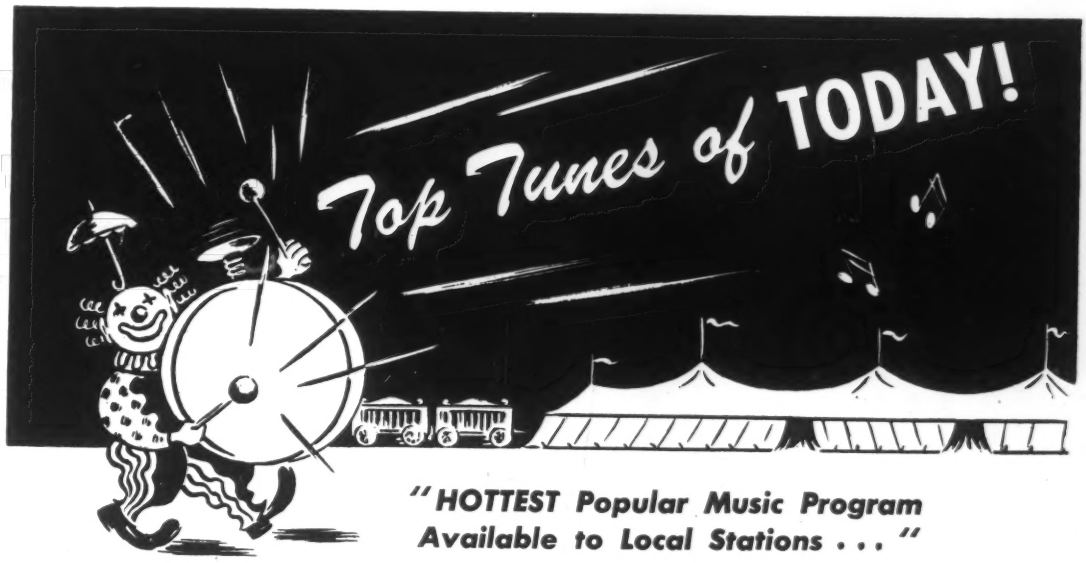
Upon completion of the examination of Mr. Fly, who will be recalled later in connection with other FCC-BWC activities, Mr. Garey placed in the record letters from Acting Secretary of War Robert P. Patterson and Acting Secretary of the Navy James Forrestal denying the requests for the presence of Secretaries Stimson and Knox, along with some two dozen Army and Navy officers as well as the requests for official documents.

Almost identical language was used by the two Acting Secretaries. Mr. Patterson wrote:

"The President directs that the committee be informed that he, the President, refuses to allow the documents to be delivered to the committee as contrary to the public interest. For the same reason, I am unable to permit the witnesses to appear."

Mr. Forrestal stated first:

"I must decline to permit the appearance of the Naval officers, active or inactive, before your committee as such appearance would be incompatible with the public interest." Then he added: "The President of the United States authorizes me to inform the committee that he, the President, refuses to allow the documents de-



"HOTTEST Popular Music Program Available to Local Stations . . . "

BROADWAY BANDWAGON

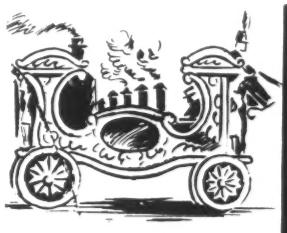
Here's the answer to your "hit tunes" dilemma. Top tunes of Today are included in all current releases of the Broadway Bandwagon. Hit tunes like:

Comin' In on a Wing and a Prayer; You'll Never Know; In My Arms; Let's Get Lost; Taking a Chance on Love; You Rhyme with Everything That's Beautiful; In the Blue of Evening; Don't Cry; Violins Were Playing; I Never Mention Your Name; No, No, No; What's the Good Word, Mr. Bluebird; Goodnight Little Angel; I Heard You Cried Last Night; It Started All Over Again; etc.

All the above "hit tunes," and many more, have been released by Lang-Worth.

The Broadway Bandwagon, featuring Top tunes of Today, is one of several highly commercial daily script shows furnished free to all subscribers.

Why not investigate Lang-Worth? Today is not a minute too soon.



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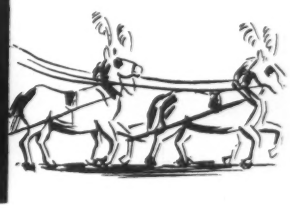


REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS CBS
WCKY
THE L.B. Wilson STATION

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

81.2% TO 96.8%
These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.
WRBL
COLUMBUS, GA.
• CBS •

scribed in your letter to be delivered to the committee, as such delivery would be incompatible with the public interest."

Mr. Garey pointed out that in the Patterson letter, The Acting Secretary "assumes personal responsibility" in not permitting the appearance of the officers but that the refusal on the documents was directed by the President. In the Forrestal letter, he said that the Acting Secretary disallowed the appearance of Naval officers, active or inactive.

Fly Asks 12 Questions Reiterating Charges

In his second blast in two days against the Cox Committee, Chairman Fly at a press conference last Tuesday handed to reporters copies of a letter he had sent that day to the Committee, seeking replies to a series of 12 questions regarding the investigation. In these he alluded to "Wall Street counsel" of the committee, striking at Mr. Garey, and reiterated practically all the charges he had made in his July 4 press release violently attacking the committee.

Along with the letter propounding the 12 questions, Mr. Fly released two other letters he had written to the Committee protesting against Mr. Garey's investigations, as well as the replies, both of which were signed by Mr. Garey and rejected Mr. Fly's requests.

At his hour-long press conference, attended by some 35 newsmen, Mr. Fly parried questions on the inquiry. He said the Commission would meet "all charges," if given the opportunity to do so, "in a surprising way." There was a sort of veiled inference that steps might be attempted to stop the inquiry, presumably through action from highest administration quarters.

The "secret letters" dealing with the recommended termination of the FCC's so-called war intelligence activities, placed in the record at the opening session of the inquiry, came in for considerable discussion at the press conference. Mr. Fly emphatically stated he had no reason to believe the Army had released the letters and added that he had "no fight with the Army." He alluded to the "extensive line of cooperation with the Army, and I have reason to believe it will continue." He left the impression that his quarrel was with the Navy, though he refused to amplify his thoughts.

Attacks Committee's 'Unfair' Procedure

Asked whether he knew who had "gone over the head" of the commander-in-chief in giving copies of the letters to the Cox Committee, Mr. Fly said he had "an idea" but he did not think it was a question on which he should make a statement.

In tempo with his press release and letter to the Committee, Mr. Fly spoke disparagingly of the manner in which the Cox Committee had procured its testimony. He cited the case of Donald Flamm, former owner of WMCA, New York, whom he alleged was called to the office of Milton I. Hauser, in New York, purportedly put under oath and "made to testify". Mr. Hauser is a partner in Mr. Garey's law firm and is on the Committee payroll at "a dollar a year". This was the attorney to whom Mr. Fly had referred in his previous utterances.

In his July 6 letter to the Committee, Mr. Fly cited the "gravity" of the formal public statements issued through the committee counsel and the "unfairness" of the procedures heretofore followed by the Committee and counsel. The substance of the letter (published in full text herewith) was to ascertain whether the Committee proposed to give the Commission an opportunity to answer the allegations of Mr. Garey promptly. It constituted a general attack on the manner in which the proceedings have been conducted since Mr. Garey's appointment last February as chief counsel.

Also released by Mr. Fly was a letter dated April 15 to Chairman Cox regarding the examination of Mr. Flamm by Mr. Hauser and the appearance of Nicholas F. Cureton, chief of the FCC Service Division, by committee counsel. Mr. Fly asked the Committee to make available to the Commission, at its expense, a copy of these transcripts and of all other testimony taken in this manner. Mr. Garey, in replying for Judge Cox April 19, denied the request on the ground that to grant it at this time would be "incompatible with the public intent". Mr. Garey added that after the Committee's investigations have been completed, "your request will be reconsidered".

Committee Denies Second Request

A second letter from Mr. Fly to the individual members of the Committee, dated May 19, reiterated the request for the transcripts and cited Mr. Garey's reply. "It is now apparent that various other examinations of the above type have been made by the Committee's staff," the letter said. "We earnestly request the full Committee to reconsider this refusal and grant the Commission the privilege of purchasing copies of all such transcripts."

Mr. Garey on June 3 answered this letter in behalf of the Committee in one paragraph. He said the request had been considered by the full Committee in executive session that morning and that "I have been directed to advise you that the position that the Committee heretofore adhered to is sustained and your request is again denied."

The pyrotechnics from Chairman Fly started appropriately on July 4. In a 1,000-word blast at the Cox committee, Mr. Fly for the first time since the inquiry began publicly took up the cudgels against the Committee. He had issued a short one-paragraph statement on July 2—the day of the hearing's opening — calling the charges "a tissue of falsehoods" and predicting that they would be wholly disproved if "anything like a fair hearing" could be expected from the committee.

SWAPPING YARNS, this NBC correspondent-commentator trio interlarded their professional analysis of news events with personal experiences during a recent impromptu get-together at network's Hollywood studios. News-minded ice-cream nibblers (l to r) are Louis P. Lochner, sponsored on Pacific Coast stations by Planters Nut & Chocolate Co.; Upton Close, sponsored nationally by W. A. Sheaffer Pen Co., and Jim Wahl, network correspondent recently returned from Honolulu.

Fly Picks Up Where Durr Left Off

Heretofore, the battle against the Cox committee has been carried by Commissioner C. J. Durr, newest member of the agency, whose petition to Speaker Rayburn seeking disqualification of Chairman Cox on grounds of bias and personal interest still is before the Judiciary Committee.

The Fly diatribe hit a new all-time high, in the opinion of many Washington observers and newspapermen. One newspaper report cited it as "one of the most vicious and abusive attacks ever released to the public by a U. S. official."

Mr. Fly's charge [see full text in this issue] that the Army and Navy were plotting to "wreck the

★ THE BRIGHT SPOT of Eastern New York ★
SCHENECTADY TROY ALBANY
WTRY
The Buying Triangle
Only BLUE Network Station Covering this Area
Represented by Raymer

FCC" and that Rep. Cox had "immediately joined forces with the radio monopoly and Wall Streeet interests" was received with considerable surprise in all quarters. His reference to Chairman Cox without using the customary prefix of "Congressman" or "Judge" or "Mr." also occasioned eyebrow-lifting, as did his reference to Counsel Garey only as Cox's "Wall Street mouthpiece".

Judge Cox, called by newsmen July 5 regarding the Fly charges, retaliated with the counter-charge that the FCC chairman was attempting "to destroy the confidence of American soldiers in their commanders" [see text in this issue]. Judge Cox was reluctant to reply, asserting it was the rule of the committee that individual members should not speak on current developments. After having failed to get his committee together, he said he thought the Fly statement too serious to go without answer.

The only editorial opinion favoring the FCC position appeared in the July 4 *Washington Post*, which in recent months has strongly opposed the Cox investigation and has urged Dept. of Justice action against the legislator, because of the WALB incident. The editorial was an overall indictment of the Committee's procedure and contended that Rep. Cox had an "axe to grind". Also attacked was Speaker Rayburn, who was held "chiefly responsible" because he merely referred Commissioner Durr's petition for removal of Judge Cox to the Judiciary Committee without requesting a hearing or bringing the "facts to the attention of the House".

David Lawrence, Washington columnist, in his July 3 dispatch called attention to the "amazing and sensational document" made public by the Cox committee, revealing that there had reposed on the President's desk since February the draft of the proposed Executive Order requested by the Joint Chiefs of Staff on the transfer of the FCC's purported national defense functions to the Army. Declaring that it had been supposed till now that the President saw eye-to-eye with his military and naval chiefs, Mr. Lawrence said the evidence produced at the hearings shows that instead the wishes of the civilian chairman of the FCC apparently have prevailed.

No explanation has been forthcoming as to why this simple request from the responsible heads of the Army and Navy has been sidetracked, Mr. Lawrence said. It will be recalled, he stated, that "division of responsibility over communications led to an unsatisfactory situation at Hawaii, out of which the Japanese agents were able to transmit information about Pearl Harbor before the attack came on Dec. 7, 1941, which cost the lives of nearly 3,000 American soldiers and sailors."

Emphasizing the element of conflict of jurisdiction, Mr. Lawrence asked whether the American people will acquiesce in a situation wherein the head of the Army and the head of the Navy can be "brushed off when each formally requests action which to them seems essential in order to protect the United States from a military and naval point of view."

Congress Steps In To Blast Commission

Congressional blasts at the FCC came thick and fast in the waning days of the session. In addition to the withering attacks of Senator Taft and Rep. Short against the Commission and the Supreme Court opinion, plus the statement of Chairman Wheeler that steps should be taken (story on p. 42), Rep. Boren (D-Okla.) told the House last Wednesday it was high time that Congress, as millions of our people are now doing, take note of the fact that "we are wasting our taxpayers' money in carrying on alleged war activities which, when examined, are not war efforts at all, but are figments of the brains of bureaucrats who have been permitted to magnify their importance beyond all rhyme or reason."

Citing the recommendation of the Joint Chiefs of Staff for transfer of the FCC's "so-called intelligence activities to the military establishments," Mr. Boren said there neither has been nor can there be any denial by Mr. Fly of these "facts." He said it was unfortunate that the Army and Navy officers have been "silenced", adding it was now known that both the Secretaries of War and Navy have informed the House committee "of such a gag on their officers, although it is clear to all that testimony to the effect that FCC's alleged war activities render no valuable services to the military establishments, from the standpoint of intelligence, does not, and in the very nature of things cannot, involve the disclosure of any military or naval secrets."

The silencing of the Army and Navy officers is not pitched upon any possible disclosure of military or naval secrets, or on possible interference with the war effort, Mr. Boren said. "The order is predicated upon the tenuous ground that, to inquire into such matters, will be incompatible with the public interest."

Mr. Boren called "utterly absurd" the Fly charge that the Army and Navy and the House Committee are "conspiring to wreck the FCC."

Mr. Boren placed in the record the text of a column published in the *New York Sun* last Tuesday by George E. Sokolsky on the Cox inquiry. The article stated that although every effort had been made to "smear the Cox committee in advance of its open hearings," Mr. Garey got it off to a good start by a "careful, documented statement" revealing the military attitudes toward the FCC's war functions.

Rep. Gibson (D-Ga.) told the House last Wednesday that he had noticed Mr. Fly is now attacking the Army and the Navy. "This shows to what extent a bureaucrat will go when he gets you on the run," he said.

In an address on the conference report relating to the Watson-Dodd-Lovett controversy, based on allegations that these men have had Communist front connections, Mr. Gibson stated that if the House had stood up "and let Fly know that we would not tolerate the use of Communistic idealists in that service, with probably some more Pearl Harbors to result, it would probably have clipped his wings to where he would at least respect the Army and Navy that are fighting to protect his home today."

Miss Grace Larson,
Lever Bros. Co.,
Cambridge, Mass.

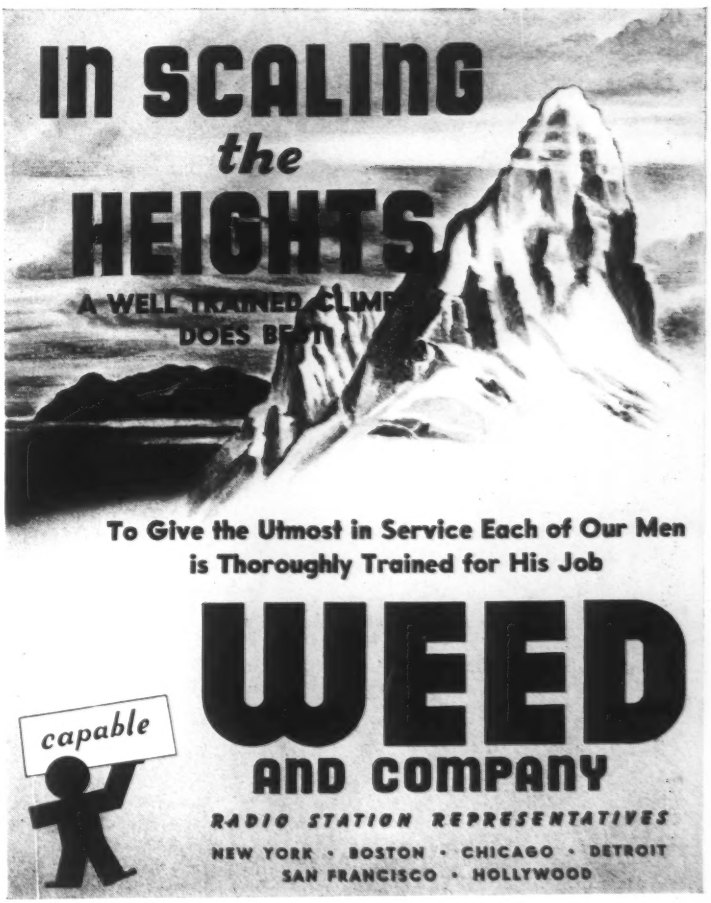
Dear Grace:

Thanks for them kind words on our promotion of Lever Bros.' shows and we're glad you feel that way about WCHS. The only contact I've ever had with our promotion dept. was cleaning it up and I've often wondered what those guys do in there. Say hello to Phil Kenney and give my best to all the gang.

Algy

Yrs.
ALGY

WCHS
Charleston, W. VA.



FLY LETTER TO COMMITTEE

FOLLOWING is the text of the July 6 letter sent by FCC Chairman Fly to the House Select Committee to investigate the FCC, requesting replies to 12 questions covering the purpose and plans of the investigation. (As BROADCASTING went to press last Friday no reply from the committee had been released.):

In view of the gravity of the formal public statements issued through the Committee Counsel, in further view of the extremity and unfairness of the procedures heretofore followed by the Committee and its Counsel, and in further view of the need of the Commission, its Commissioners and staff members for some information as to what procedures may be expected from the Committee, I sincerely request the Committee to respond to the following questions at its early convenience:

1. Has the Committee already concluded that it will make findings as set forth in its Counsel's formal and broadly publicized statement?
2. Does the Committee have an open mind on these matters, and if so may we have a public statement to that effect?
3. Did the Committee authorize the publication of those conclusions of its Wall Street Counsel?
4. Is this Committee going to continue to permit such conclusions to be broadcast without giving the Commission an opportunity for a hearing?
5. Is the Committee now going to adjourn for the summer without giving the Commission an opportunity for a hearing on the publicly announced conclusions?
6. Will the Committee now give to the Commission whatever notice it is possible to afford it as to when hearings may be expected to be held and as to when individual Commissioners or staff members may be expected to be called for testimony?
7. Is the Committee going to continue the services of dollar-a-year men on Wall Street?
8. Is the Committee going to continue to permit lawyers to issue subpoenas requiring appearances before themselves?
9. Is the Committee going to permit its Wall Street lawyers to purport to put witnesses under oath?
10. Is the Committee going to continue to permit this sort of "testimony" behind closed doors, in private offices and hotel rooms with the Commission excluded?
11. Is the Committee going to continue the practice of refusing to permit the Commission to purchase copies of the transcripts of such testimony?
12. In view of repeated statements that the investigation is to be a constructive one, is the Committee going to afford the Commission any form of hearing procedure by permitting its counsel to bring matters to the attention of the Committee: (a) in connection with statements by Committee Counsel; (b) in relation to the introduction of documents by Committee Counsel, or (c) in the giving of testimony by witnesses called by Committee Counsel without threats of being ejected by the police, and by permitting reasonable cross examination of such witnesses to ensure against further falsehood and distortion?

Urges 'World Radio'

WORLD RADIO, operating through a system requiring every nation "to grant permanent authority for an international commission to establish and operate at least one ordinary broadcast-band station in every broadcast area", is advocated by William B. Lloyd Jr., director of the Campaign for World Government, writing in the July issue of *Common Sense*. In return for giving the world the right to talk to us, writes Mr. Lloyd, we gain the right to address the rest of the world, and through this exchange of ideas and information, radio will establish a new minimum standard of knowledge fast enough to avoid another global war.

LOLA WARSELL, formerly of Lynn Farnol Assoc., New York publicity firm, on July 12 joins WOV, New York, as publicity director, replacing Herbert Landon, who has resigned to take a Government position.

LISTENING FREQUENCY is the basis for the "First Audit of Network Circulation" explained by CBS Sales Research Director John Karol (left) to A. E. Joscelyn, general manager of WCCO, Minneapolis. Study was presented at a Minneapolis Club meeting attended by business and advertising executives.

Dietrich Dirks to Head Sales Managers of NAB

DIETRICH DIRKS, KTRI, Sioux City, Ia., last Friday was named chairman of the NAB Sales Managers Executive Committee for the ensuing year by NAB President Neville Miller. Work of the committee, one of the most active of the NAB, is coordinated through Lew Avery, NAB director of broadcast advertising.

Mr. Dirks

Other members of the committee are C. K. Beaver, KARK, Little Rock; Sam H. Bennett, KMBC, Kansas City; Arthur Hull Hayes, CBS, New York; James V. McConnell, NBC, New York; John M. Outler Jr., WSB, Atlanta; W. B. Stuht, KOMO-KJR, Seattle; and John E. Surrick, WFIL, Philadelphia.

FTC Avalon Agreement

IN A STIPULATION with the Federal Trade Commission, Brown & Williamson Tobacco Corp., Louisville, Ky., makers of Avalon cigarettes, agrees to discontinue representing that the report of laboratory tests appearing in the July, 1942, issue of *The Reader's Digest* proves that Avalons are the finest quality. Russel M. Seeds Co., Chicago advertising agency which prepared the advertisements, also signed the stipulation.

WJZ Names Chapin

SLOCUM CHAPIN of the sales staff of WJZ, New York, has been appointed acting sales manager of the station, succeeding Robert I. Garver, who is on leave of absence, as announced by John McNeil, WJZ station manager. Mr. Chapin was formerly on the sales staff of Howard H. Wilson Co. New York, and prior to that general manager of WSRR, Stamford, Conn.

Henry in Capital for CBS

BILL HENRY has taken Eric Sevareid's place as chief CBS correspondent in Washington. Sevareid left the post for assignments in China, India and the Middle East. The new WTOP newsroom chief began his radio activities in 1925 and has since been around the world covering athletic, political and general news events. Broadcasting descriptions of Olympic games, London raids, and the first Nazi planes downed over France, he has also covered both major political conventions and has conducted a quarter-hour news analysis. He was named winner of the National Headliners Club 1943 award for columnists, having served for many years with the *Los Angeles Times* as sports editor, Sunday editor, feature writer, war correspondent and columnist.

WOR's Big June

BIGGEST JUNE in its history is reported by WOR, New York, with a 60% increase in new business sales and a 26% rise in total dollar volume business over the same month last year. Comparing the second quarter of 1943 with a similar period in 1942, new business is found to be 42% higher and total business 28% higher, according to Eugene S. Thomas, sales manager. New accounts using WOR in the first six months of the year total 155 as compared to 130 last year. The amusement field continues as the leading advertiser, as was the case in a previous sales review [BROADCASTING, June 14].

Baldwin Joins Blue

HANSON W. BALDWIN, naval and military analyst and Pulitzer prize winner, has joined the news staff of the BLUE and on July 25 will start a weekly series of Sunday afternoon quarter-hour broadcasts on the network. Author of numerous books on tactics and strategy and contributor to well known periodicals, Mr. Baldwin plans to interpret on his program the pattern of naval and military developments in laymen's language.

EXCLUSIVE coverage of the only major golf tournament in the U. S. this year will be provided by NBC during the All-American Open Golf Tournament at Tam O'Shanter Country Club, Chicago, July 21-25 inclusive. Bill Stern, NBC sports announcer, will describe the meeting.

FOR OUTSTANDING PROGRAMMING IN RELATION TO LABOR PROBLEMS

COUPLED WITH SUPERIOR MUSICAL OFFERINGS AND INTELLIGENT HANDLING OF SPOT ANNOUNCEMENTS

BRINGS WLIB A SPECIAL AWARD IN BILLBOARD'S

6th Annual Radio Publicity Exhibit

NEW YORK'S

WLIB

"The Voice of Liberty"

24 Hours a Day!

WOL

WASHINGTON

Washington's Only 24 Hour Station

1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

AIR BATTLE HERO
Son of Late Harry Shaw Saved Crew of Bomber

PRESS dispatches last week told a story of the heroism of 2d. Lt. William H. Shaw of Waterloo, Iowa, son of the late Harry S. Shaw, former owner of WMT, Waterloo, Ia., who financed the founding of BROADCASTING and who served as president of the NAB, in 1931-32.

Lt. Shaw brought the crew of a medium bomber safely to Malta after the ship's pilot was killed in a raid over Sicily. Despite an injury to his left arm, Shaw took over the controls and came in with a perfect landing. Fellow crew members praised Shaw for his coolness and skill. Mrs. Margaret Shaw, mother of the flyer, resides in Waterloo.

FTC Miles Complaint

MILES LABORATORIES, Elkhart, Ind., following an adverse decision June 23 by the U. S. District Court for the District of Columbia in its suit for a declaratory judgment to restrain an impending action by the Federal Trade Commission, has now been served by the FTC with a complaint that advertisements for three of its products fail to reveal harmful potentialities from excessive use. Remedies named in the complaint are Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Advertisements for the Nervine preparations, it is charged, also misrepresent their therapeutic value (BROADCASTING, Dec. 21, 1942). The FTC had sought a stipulation from Miles agreeing to modify labels and advertising for the three products and in response Miles rejected the stipulation and challenged the Commission's authority to ask for these changes. The FTC countered by moving dismissal of the suit (BROADCASTING, Feb. 15) on the ground that it was an irregular means of redress.

Candy Council Renews

THE COUNCIL on Candy as Food in the War Effort, Chicago, on Aug. 15 renews for 13 weeks *Washington Reports on Rationing*, heard Sundays 3-3:15 p.m. on 48 NBC stations. The program, with Ernest K. Lindley as commentator, featuring interviews with outstanding Washington persons, is sponsored by the National Confectioners Assn., and directed through the offices of Jos. W. Hicks, public relations counsel, Chicago. Account is handled by BBDO, Chicago.

General Mills Switch

TWO DAYTIME dramatic programs, sponsored on NBC by General Mills, Minneapolis, are exchanging time periods July 12. They are *Light of the World*, formerly heard for Cheerioats, 2-2:15 p.m., and *Guiding Light*, promoting Wheaties, which will shift from 2:30-2:45 p.m. to 2 p.m. Both are heard five days weekly. Blackett-Sample-Hummert, Chicago, handles Cheerioats and Knox-Reeves Adv., Minneapolis, is agency for Wheaties.

STANTON DESCRIBES PROGRAM ANALYZER

FRANK N. STANTON, CBS vice-president, described the operation of the program analyzer developed by himself and Dr. Paul Lazarsfeld of the Office of Radio Research, Columbia U., in checking audience reaction to programs, in a talk at a meeting of the American Marketing Assn. discussion group on market research, at the Hotel Sheraton, New York, last Thursday.

The simple process, whereby listeners express their likes and dislikes by pushing green or red buttons which activate styli resting on a moving tape to supply an emotional program curve, affords a basis for questions which have proved helpful, he said, in assisting program writers and producers to discover flaws in their techniques which have adversely affected the reception of the programs.

Although no programs have been put on CBS solely as a result of favorable analyzer tests, Dr. Stanton said that a number of former network shows have been dropped after the analyzer had shown consistently bad audience reactions.

RCA Series Approved

PROGRAM idea suggested to RCA-Victor for its institutional network program by J. Walker Thompson Co., New York, received full approval of the RCA board of directors at its meeting last Friday. No details as to format of the series, network or starting date were announced by RCA, although it is expected the show will begin in the early fall on the BLUE. Lloyd A. Briggs, general superintendent of RCA communications, was elected vice-president and general superintendent at a meeting of the RCA board of directors last Friday, as announced by David Sarnoff, president of RCA.

Altman Expands

B. ALTMAN & Co., New York department store, has started sponsorship of *The Music Festival* on WQXR, New York, in addition to participations on WJZ, New York, started earlier this year. WQXR program is a 25-minute series of light classical music aired three times weekly. Agency is Kelly, Nason Inc., New York.

Brewery Series

PETER HAND BREWERY Co., Chicago (beer), on July 8 began *The Weird Circle*, a series of 26 weekly horror tales on WGN, Chicago, at 9:30-10 p.m. First drama in the new program is based on Poe's "Fall of the House of Usher." Agency is Mitchell Faust Adv. Co., Chicago.

KFAR Reports Boom

KFAR, Fairbanks, Alaska, has named Free & Peters exclusive representative. W. K. (Bud) Foster, KFAR, manager, reports Alaska booming. Fairbanks itself, he says, seems destined to become the travel center of Alaska and possibly, at some future time, the "air center of the world".

Candle-Power

WHEN fire destroyed an electric cable in its building on July 7 and cut off power, WDRC, Hartford, employed primitive methods to stay on the air. The night schedule was put on by candle-light. Employees climbed 16 flights of stairs to reach the studios. One girl employe claimed she walked up 84 flights during the day.

Fruit Account Open

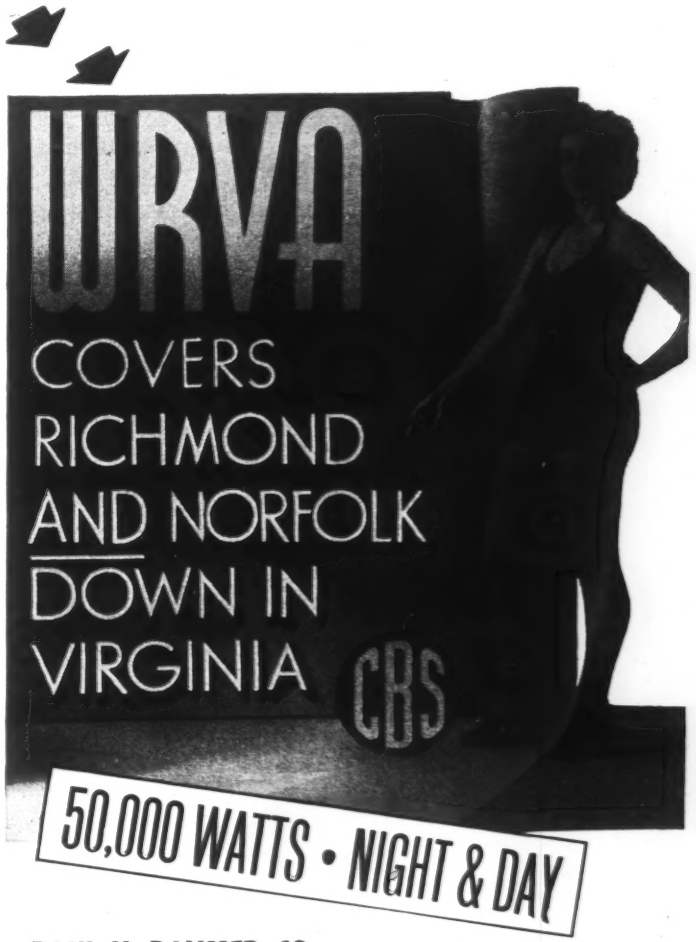
CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges, lemons), with completion of its current contract in August will discontinue the thrice-weekly quarter-hour serial, *The Duncan Family*, on CBS stations with no replacement announced. Subject to pitches by several advertising agencies in recent years, the account is reported to be wide open again. Several agencies are said to be submitting ideas for the account, now serviced by Foote, Cone & Belding, Los Angeles.

BESSIE BEATTY, of WOR, New York, has been judged the most popular woman in the country by the 1,000 employes of McKettrick-Williams, New York, manufacturer of moderate-priced dresses.

•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY



PAUL H. RAYMER CO., *National Sales Representative*

'PRESS AND RADIO'
Equal in White House Term For Conferences

OFFICIAL White House recognition of the importance of radio as a news disseminating agency, is given in a letter from the President's secretary, Stephen Early, announcing that the Chief Executive's meetings with newsmen will hereafter be designated as "press and radio conferences".

The letter, dated July 1, was a reply to a suggestion submitted by Walt Dennis, news bureau chief of the NAB.

Mr. Dennis' letter, written June 29, pointed out that the customary use of the term "press conference" "does an injustice to what is now the greatest news medium in the world—radio." Suggesting that a simple and easy solution would be to refer to such conferences as "news conferences", Mr. Dennis said that the NAB is urging the use of this more accurate term by all members of the broadcasting industry.

Replying, Secretary Early said: "The suggestion that you make is entirely consistent and in principle I am quite willing to go along with you. Accordingly, we will hereafter at the White House designate the President's stated meetings with news gatherers as "press and radio conferences".

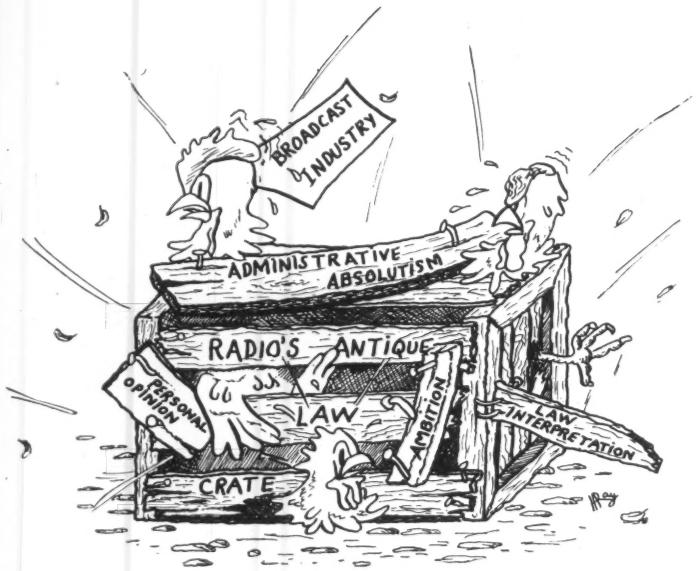
HOWARD W. THORNLEY, president of the Pawtucket Broadcasting Co., announces the appointment of the William G. Rambeau Co. as national sales representatives for WCFI.

The TEXAS RANGERS now

Selling Beer on WADC Akron

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.



You can't raise healthy chickens in the box they were hatched in.

Cartoon contributed by Homer A. Ray Jr., transmitter engineer, WLW, Mason, O.

Fly Ouster From BWC Sought

(*Continued from page 11*)

Navy because of his BWC connection; his attempt to assume BWC power over communications facilities of other government departments; his insistence on reopening the Consent Decree and refusing to renew RCAC licenses in spite of protests from the Army and Navy; his insistence on reducing telephone toll rates over the objection of the Army and Navy due to the saturated condition of the telephone system; his refusal to approve operation of miniature broadcast stations in isolated combat outposts if the stations are to be soldier operated; the FCC's insistence that no commercial company can permit the War or Navy Departments to take over and operate a transmitter without a license from the Commission.

Full text of the memorandum of Admiral Hooper, which Mr. Garey said was to the Secretary of the Navy, follows:

The Navy Department considers as undesirable the present situation of having the Chairmanship of the Defense Communications Board vested ex-officio in the person of the Chairman of the Federal Communications Commission, especially during wartime. This decision is based not only on the general principles involved, but on the fact that the functioning of the Defense Communications Board during the past months has been unsatisfactory to the Department to the extent that it believes the successful prosecution of the war is being jeopardized thereby.

Specifically, the following points bear on the matter:

1. The Defense Communications Board has failed to take any action on the written recommendation of the Secretary of the Navy that certain committee members were believed to be disloyal to the United States.

2. The Federal Communications Commission has refused to turn over its file of fingerprints and confidential information bearing on the loyalty of commercial communications companies to the Federal Bureau of Investigation, without restrictions which would render the work of the latter agency ineffective.

Lacks Experience

3. The Chairman of the Federal Communications Commission has frequently taken it upon himself to speak for national defense, thereby exposing his ignorance of the subject.

4. The Chairman of the Defense Communications Board, by action and by public utterance, has shown that his primary interest is in keeping the support of the C.I.O. Communications Union, which has constantly opposed our interests, and not national defense.

5. The Chairman of the Federal Communications Commission and the Defense Communications Board has had no previous experience in the field of communications.

6. The Chairman has failed to take energetic action to speed up or reorganize the cumbersome and slow procedure and organization of the Defense Communications Board. This causes serious and unwarranted delay in the war effort.

7. The Chairman of the Federal Communications Commission has devoted too much of the time and energy of that Commission to trust-busting, to the detriment of its other duties. This is no time for such, as friendly unity of all interests is necessary in war.

8. The Chairman of the Defense Communications Board opposed legislation permitting wire-tapping which would have permitted checking of the telephone to Japan before Pearl Harbor, and might have prevented the disaster.

9. The Chairman of the Defense Communications Board opposed stopping Japanese language broadcasts in Hawaii, a factor which led to the disaster.

10. The Chairman of the Defense Communications Board has consistently opposed any move to assure the loyalty of personnel in communications.

11. The Chairman of the Federal Communications Commission has consistently opposed the stand of the Armed Services on the question of mergers.

Too Much Publicity

12. The Chairman of the Federal Communications Commission gives out too much publicity on defense matters. This should come from the War and Navy Departments.

13. The present set-up has too much duplication of effort, for example preparation and distribution of information, lack of coordination of direction finding work, investigation of communication security.

Due to the realization that many matters must be handled directly by the Armed Services, these have already been transferred to their jurisdiction. The effort to obtain transfer takes valuable time.

Other matters under the Defense Communications Board are being handled by the War and Navy Departments without regard to the Defense Communications Board, because time is the essence. This is becoming confusing.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

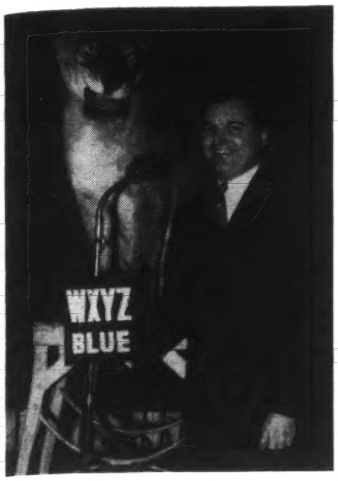
*C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

KWFC Transfer Asked

CLYDE E. WILSON, owner of KWFC, Hot Springs, Ark., last week applied to the FCC for the voluntary assignment of the license to himself. Ownership of the station was formerly vested in a partnership of Mr. Wilson and Howard Shuman, who withdrew from the business about six months ago after a successful suit by Mr. Wilson to dissolve the partnership. Mr. Wilson bought the station at a second auction last May 6 for $49,0[illegible] after the court had sustained a pl[illegible] by Mr. Shuman that the first auction price of $15,000, successful bid by Mr. Wilson on March [illegible] was too low.

Heads Foundation

WILLIAM G. PALMER, vice president of J. Walter Thompson Co., New York, has been elected chairman of the board of directors of the Advertising Research Foundation, succeeding Harold E. Thomas. Other officers are: Paul B. West, president, American Newspaper Assn., secretary; John Benson, president of the American Assn. of Advertising Agencies, treasurer; and H. K. Kynett, of Aitkin-Kynett Co., chairman, administrative committee.



EDDIE IN THE LION'S DEN, and apparently as safe as a certain biblical gentleman. Eddie Chase, m.c. on *Make Believe Ballroom*, WXYZ, Detroit, joins Sheba, of the Olympia Circus, in a smile. Star attraction at the show, which broke indoor circus attendance records in Chicago and Detroit, was "The Lone Ranger", also originating on WXYZ.

Brorby Gives Views

UNDERSTATEMENT in commercial radio writing is believed by Melvin Brorby, vice-president of Needham, Louis & Brorby, Chicago, to be the most effective form of radio advertising. Speaking before students of the NBC-Northwestern University Summer Radio Institute last week, Mr. Brorby said, "In preparing commercials for our shows we always try to identify the advertising message with the listeners' interest at the moment. We believe, further, that the best commercial radio writing is based on understatement."

AFTER SEVERAL weeks on WEAF, New York, Babe Ruth's baseball program has been extended to the NBC network. Titled *Babe Ruth in Person*, the program features the famed baseball player in a question-and-answer session.

A WHITE STAR has been added to the Army-Navy "E" flag of the Simplex Radio Division of Philco Corp., Sandusky, O., for continued excellence in its war production record. This is the fourth star award to Philco Corp. plants.

Radio Cuts Costs For This Sponsor; Boosts His Sales

Tested Copy for Newscast Periods Brings Results

ARE YOU INTERESTED in advertising that cuts the sponsor's cost of sales?

Dr. E. W. Laisne, head of the Progressive Optical Co. of Fresno, Cal., accomplished this feat and at the same time changed a long-standing policy to avert a seriously threatened loss of sales.

The story is one which shows how radio can serve business management in periods when normal operations are frequently upset or even discontinued.

Early in 1941, Progressive Optical foresaw the approaching manpower shortage and began training women replacements. Surprisingly, women were found to learn faster than men and more adaptable to fast, careful work with delicate lenses. Production increases up to 75% were achieved. At the same time, the increased output has been readily sold by stepping up of the efficiency of Progressive Optical's advertising.

Entirely by Air

For 30 years, the company had relied on newspaper and billboard copy, which at one time ran in about 100 newspapers. Today the entire job is done by Progressive Eye Comfort Commercials carried over 14 radio stations. Switching from negative appeals based on the handicaps of poor eyesight, Progressive started emphasizing the advantages of good vision. At this point, W. L. Gleeson, president of KPRO, Riverside, entered the picture to design the present campaign.

Effectiveness of 50 commercials was analyzed and 14 were selected for superior pulling power, the other 36 being discarded.

On the theory that people with poor eyesight would be most inclined to listen to newscasts (out of a desire to hear the news without reading) it was decided to feature the selected Progressive commercials on news periods. This simple combination is reported to have produced a campaign of remarkable pulling power.

Through the years the optical company had maintained a credit policy that had become regarded as the backbone of the business. It was featured in the slogan "16 weeks to pay", which appeared in all of the media used, including neon signs over the company's shops. When instalment selling was curtailed by Government order, as an anti-inflationary measure, Progressive faced a serious problem. A shift to cash payment was the solution agreed upon, but considerable apprehension was felt as to whether it would be possible to make such a drastic change without loss of business. Radio gets the entire credit for doing this job, by explaining to the public the reasons for the change in a convincing and understandable manner.

Net result of this company's experience with radio is that it has definitely reduced the cost of sales so far as advertising is concerned, and defeated the sales slow-down incipient when credit was discontinued.

PROBLEM SOLVED

Station Manager Studies for Operator's License

HUGH O. POTTER, manager of WOMI, Owensboro, Ky., has solved his station's technician manpower problem and offers this solution to other local station managers who would like to sleep easily once more, undisturbed by the fear that the draft may soon take their last first-class operator: get a first-class radiotelephone operator's license yourself.

Mr. Potter began preparing for the examination in December, 1941, when he was instrumental in getting a U. S. Department of Education radio class started in Owensboro, although he hadn't used mathematics higher than arithmetic in eighteen years. The first step was to put in 288 hours of class work in the U. of Kentucky Engineering, Science, Management Defense Training Program, which provided a working knowledge of fundamentals. The next step was to study the FCC Study Guide and Reference Manual and a question-and-answer manual, and Mr. Potter soon qualified for a restricted license. With the aid of a first class license holder on his staff, Mr. Potter studied in turn for second and first class licenses, earning both tickets.

To make the answer to the technician manpower problem complete, Mr. Potter become 38 years old seven days before obtaining WOMI's "insurance policy" against an engineer shortage.

Farnsworth Net Up

FARNSWORTH TELEVISION & Radio Corp. annual report for the year ended April 30, 1943, shows gross income of $26,583,301, compared with $10,433,118 for the previous fiscal year. Profit before taxes was $2,532,005 and after taxes and including a postwar credit of $98,000 was $1,170,005, compared with a net for the previous year of $642,237. Both gross income and profits were the largest in the company's history.

WHAT advertising can do to get public recognition for the farmer, to "elevate farm produce to its rightful place in American thinking—on the same level of war importance with guns, tanks, planes, ships," is presented in a 20-page brochure titled "Light Reading for Your Lunch Hour," prepared for the U. S. Dept. of Agriculture by the War Advertising Council, with the cooperation of Republic Steel Corp.

NORAN E. KERSTA, manager of NBC's Television Department, has left to join the Marines as a first lieutenant. John T. Williams, of NBC's Radio-Recording Division, replaces him as acting manager.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Up Again in August
Sales Management magazine forecasts a 19.2% increase in Hartford's retail sales for August. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.
CBS

That Certain Something
Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.
WAIR
Winston-Salem, North Carolina

BRITISH COLUMBIA
LAND OF OPPORTUNITY
First With National Business Too
CJOR
VANCOUVER CANADA
J. H. McGILVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1st

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

WLB Hears AFM Case

(*Continued from page 13*)

for business reasons, and because it involved secondary boycott."

Replying to Mr. Padway's frequent assertions that the Board would invoke involuntary servitude, and violate labor's fundamental rights if it ordered the men to go back to work, Mr. Socolow declared "The rest of the public has constitutional rights, too. We are legitimate businessmen and have a right to conduct our businesses in an orderly way."

"What does this no-strike pledge of labor's mean?" Mr. Socolow asked the Board, in arguing that in truth the case constituted a strike. "Here we have at stake a cessation of work with a direct or implied demand for better conditions. The attitude of this union is not only critical to our industry, but the very existence of this Board is at issue."

'Let Them Die'

Mr. Padway, arguing that there was no issue that the Board could settle, commented, "We don't want to work for them. We have no wage claim to ask you to consider. We have no employment conditions to correct. We are not their employes, nor do we seek to be. We want no terms or conditions. A thousand dollars wouldn't be inviting to us."

In course of discussion, William E. Davis, chairman of the WLB, asked Mr. Padway if in fact the AFM's purpose was to put the transcription firms out of business. Avoiding direct reply, Mr. Padway said the ban might have that effect. "All we are trying to do," Mr. Padway insisted, "is to protect our members. We say if it is a question of whether these companies die, or whether we die, let them die."

'We Will Not'

During the morning session, Chairman Davis attempted to pin down the AFM counsel on whether the union stood by the statements of Mr. Petrillo and Mr. Padway before the Senate Interstate Commerce Committee, when both men said the union was anxious to settle the strike. After Mr. Padway had talked at length without stating his position, the WLB chairman interrupted with:

"Give me a straight answer." Mr. Padway finished abruptly with a flat, "we will not sit down to make recordings or transcriptions."

Star witness of the morning session was Mr. Petrillo himself, who took over at that point to insist that the only possible chance for a settlement lay in whether "these people are ready to recognize unemployment problems."

"It is a question of not making recordings, or of placing musicians in stations when recordings are played," he said. Mr. Petrillo proposed that a station would have to hire as many stand ins as the recording orchestra used.

Commenting on the proposal, industry member Roth asked Mr. Petrillo what these standbys would do while the recordings were playing. "Listen to the music," Mr. Petrillo replied.

Making Bullets

"How do you square that with the manpower shortage," industry member Roth shot back. Mr. Petrillo said many union members were making bullets now. Mr. Roth commented, "you can't make bullets while you listen to records."

Mr. Petrillo admitted to the board that the AFM had no labor surplus at present. He said he was trying to create jobs that would be ready "for the boys when they come back."

The AFM president lamented to the board that he had nothing but legal trouble since he ordered the strike. "They come along now and say we are going to lose the war if we don't have canned music. They say the soldiers can't fight unless they have juke boxes."

"The party is over," Mr. Petrillo shouted.

AFM counsel dwelt at length on the union's war services asserting that it was giving freely to all war causes, and letters of commendation had been received from important agencies. "We have even made records for this board," Mr. Padway commented. A member of the board looked up, and interjected that they had never been used. Mr. Padway, not missing a trick, replied, "You just didn't want to exploit us."

Mr. Padway ended his morning testimony with an eloquent defense of the musician's right to quit his job. "If it's suicide or jail," he declared, "sometimes jail is a better answer."

Socolow's Argument

Mr. Socolow, replying, outlined the transcription company position. He said they were independent and competing firms; that they made both commercial and library recordings; that they syndicated their material, just as newspapers were served by syndicates.

He produced statements by Elmer Davis and Chairman James L. Fly of the FCC to show that these transcriptions were essential to maintainance of the small radio stations, and the Government war job.

He asked the board to restrain the union from interfering with its members' working for the firms. "There is no obligation of an individual musician to work for us," he said. "The question is whether the worker shall choose his employer or the union shall prevent him from going to work." Mr. Padway insisted this represented interference with the union's internal affairs.

"We are not asking you to order individual musicians back to work," he declared, "but to remove restraint on members from free interplay of employer-employe relationships." Mr. Padway replied that AFM members had all the work they wanted. They didn't want to go back. "Call it what you will," he shouted, "a strike or a dictatorial action. You can't resolve it by ordering us back to work."

Milton Diamond, attorney for Decca Recording Corp., which recently bought control of World Broadcasting Corp., told the board his firm had been negotiating with Petrillo for the past four weeks. Mr. Diamond said he saw some hope for a solution of the recording ban, and then expressed faith that the transcription problem also could be met.

Chairman Davis called a halt to the morning session at 12:30 after A. Walter Socolow, attorney for the transcription firms, had spoken for less than a half-hour. More than three-fourths of the morning session was taken up by Mr. Padway and Mr. Petrillo.

Mr. Padway opened the hearing with a blunt declaration that there was no question at stake for the board to decide. "No employment relationship exists," Mr. Padway told the board, "and none is sought."

He said that for many years, musicians had made discs for home use. But after the invention of radio "enterprising businessmen" saw in the discs the opportunity for a profitable business.

"The members of the AFM found themselves confronted," Mr. Padway declared, "with the making of the instrument which destroyed their employment possibilities. Instead of increasing the number of musicians that were employed, it would put them out of business."

Radio made the problem acute, Mr. Padway said. He claimed that in Chicago, the union paid $3,000 a year unemployment benefits and a larger sum in New York. In 1937, he said, the industry agreed to contribute $3,000,000 toward unemployment, a sum he described as a "drop in the bucket" which "at least recognized the responsibility."

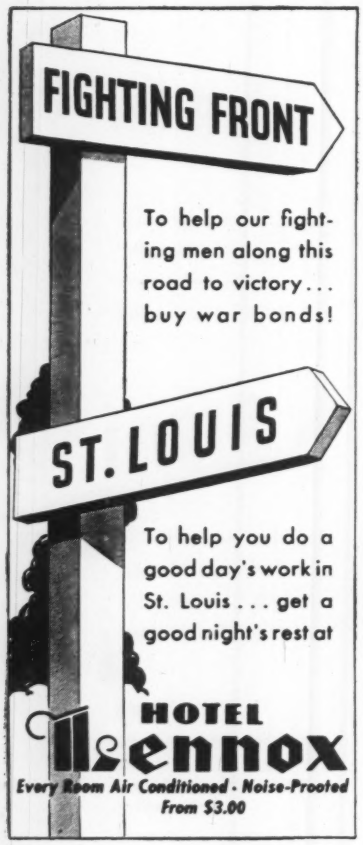
When Mr. Padway commented that even this arrangement had been upset by the Government threat of an anti-trust suit, Chairman Davis interrupted to comment that such was exactly the right procedure. "I could have told you the arrangement was illegal," the chairman commented.

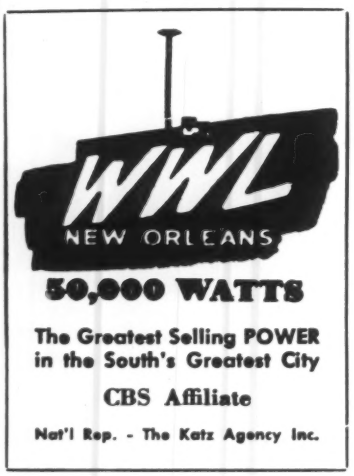
Mr. Padway, describing the threat of an anti-trust suit, remarked that the transcription

FORD TO CONTINUE EARL GODWIN NEWS

ALTHOUGH Ford Motor Co., Detroit, announced in June its intentions of substituting a musical variety program five times weekly for its present Earl Godwin daily news series on the BLUE (BROADCASTING, June 21), its plans were changed again last week to a news program. Effective July 11 the company renewed its contract with the BLUE for 13 weeks, using the Monday through Sunday 8-8:15 p.m. spot on the BLUE. Station lineup is increased from 130 to the BLUE nighttime hookup of 151 outlets, and Earl Godwin has been renewed.

Roy Porter, the BLUE news analyst who has been substituting for Godwin for a week or so, has been signed by Ford to handle the program from July 13 through Aug. 2, while Godwin is on vacation.


FIGHTING FRONT
To help our fighting men along this road to victory... buy war bonds!
ST. LOUIS
To help you do a good day's work in St. Louis... get a good night's rest at
HOTEL Lennox
Every Room Air Conditioned - Noise-Proofed
From $3.00



"were only too happy" at that, and that "while a few kept faith the majority didn't".

After waiting a year for a new offer from the industry, Mr. Padway said, the Dallas convention of 1942 at the insistance of locals throughout the country ordered the ban on disc making.

"This was no arbitrary action," Mr. Padway insisted. "It was the will of the convention." The companies had a year's notice, he said, "and in that year they had to think about the problem, they offered no solution."

Repeatedly Mr. Padway tried to convince the WLB that the recorders had shown no interest in settling the dispute. He said that after the Dallas convention, the firms still made no offer, although the problem was theirs as well as the union's.

The AFM counsel asserted that instead of meeting with the union, the firms embarked on a campaign to villify Petrillo and paint him as a czar. For seven months, he said, they relied on propaganda, backed by NAB; they distributed thousands of pamphlets and cartoons, libeling the president of the AFM.

Senate Probe

After this build-up, the AFM representative told the board that Petrillo's letter refusing to renew the licenses terminated the employe-employer relationship. He insisted that the actions of the transcription firms confirmed this, for "if these employers recognized us as continuing employment, why didn't they ask us to explain why our notice was sent?"

"Was the seven-month propaganda campaign consistent with employer-employe relationships?" Mr. Padway asked.

Mr. Padway said that having failed in their propaganda campaign, the firms then arranged the Senate investigation under Sen. Clark (D-Idaho), although, he claimed there was still no word from the employers of "on what basis will you go back to work."

The Padway version of the hearings had the AFM agree, at the suggestion of Sen. Clark, to meet with the firms. "This was not evidence of continued employment, or a strike, or anything of that sort, he said. "Even then," he said, "the companies had no offer to make. We deigned to make an offer to them."

Of all these meetings, he said, nothing resulted. He said the union had made a simple statement before the Senate: "We cannot live any longer under conditions as they exist now."

The AFM counsel attempted to convince the board that the transcriptions involved were merely jingles, which could in no way affect the war effort. At one point he brought a resounding laugh by singing several bars of a Pepsi-Cola jingle.

A Labor Dispute

In a memorandum submitted to the board on behalf of transcription companies, Mr. Socolow reviewed the history of the transcription negotiations. The present controversy by its very definition is a labor dispute, he argued. "It involves a concerted cessation of work at the instigation of a labor union for the purpose of accomplishing an ultimate objective," he said. "Indeed, the instant case has been held to be a labor dispute by the Supreme Court of the United States."

He reminded the board that the union argued in the Dept. of Justice litigation that "there is involved in this case a simple refusal to work on the part of the members of the AFM." The union further said that its refusal to work was "for the purpose of protection, preserving and extending employment opportunities, and constituted a labor dispute." Mr. Socolow read excerpts from union briefs. He reminded that the Federal Court had upheld the contention of the union and that this court decision had been affirmed by the Supreme Court.

After reciting how the AFM labor dispute has actually resulted in an interruption of work for many months, Mr. Socolow quoted statements by Federal officials before the Senate investigation in which actual interference with the war effort was reviewed.

Pointing to the importance of transcriptions to the broadcasting industry, Mr. Socolow said hundreds of stations are in locations far from the nearest supply of musicians. Almost 200 stations, he said, are located in communities where the union has never even troubled to establish a local. Small independent stations, especially those without network affiliations, depend on transcriptions for a large proportion of their musical programs, he said.

Miller Steps Out

Following certification of the issue to the WLB by the Labor Dept. last Monday, the matter promptly was considered by the New Cases Committee of the Board. Two of the five members of this committee—Joseph L. Miller, labor relations director of the NAB, and Harry Roberts, of CIO—disqualified themselves. The other three members, by a 2-1 vote, recommended to WLB that it accept the certificaion and further recommended that the board order the AFM "strikers" back to work.

Members of the New Cases Committee, which recommended to WLB that it take forthwith action, were Frank Morley, representing the public; Walter White, executive secretary of the Business Advisory Council, Washington, an industry member; and John Brownlow, of Denver, representing AFL, who dissented.

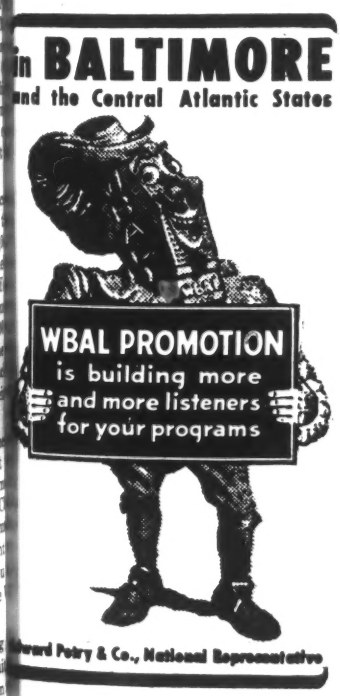
Unprecedented Action

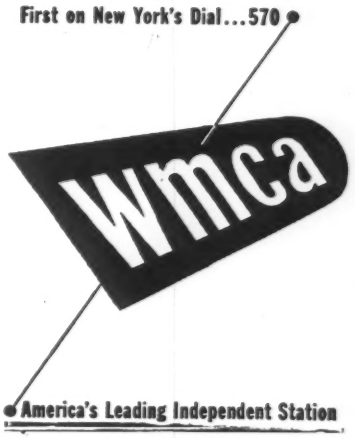
Action of WLB in calling the hearing on the question of jurisdiction was virtually unprecedented. Accompanying the certification of the AFM strike to WLB by Secretary of Labor Perkins was a memorandum reciting the facts in the case. Miss Perkins reported to the board that AFM had given notice that it was not interested in negotiating a settlement because it intended to stop permanently electrical transcriptions for broadcast purposes.

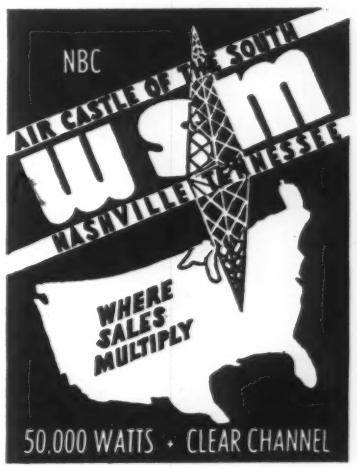
Secretary Perkins advised the board that "it is understood that the discontinuance of the electrical transcription manufacture has an indirect effect on the enlisted personnel of the armed forces." In reciting the facts in the case, Secretary Perkins said that a licensing agreement was in existence from 1937 until Aug. 1, 1942 regarding transcription manufacture. Representatives of the union refused to negotiate or continue the license in effect. The whole matter was referred to the Conciliation Service of the Department on June 9 by the transcription manufacturers.

FTC Script Schedule

FEDERAL Trade Commission's Radio & Periodical Division has adopted a new schedule wherein copies of advertising script originating in the studio of a station as an individual broadcaster will be procured on an average of twice yearly. Calls for the commercial script will continue to be for 15-day broadcast periods on a staggered basis. Sampling of individual stations, the Commission statement explains, "should be considered as entirely separate from the weekly rendering by certain individual stations of commercial network announcements which may have originated in their respective studios."







Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

KXOK
ST. LOUIS, MISSOURI
630 Kilocycles
5000 Watts Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 3 TO JULY 9 INCLUSIVE

Decisions . . .

JULY 6

KMTR, Los Angeles—Continued hearing for July 7 to July 28, 1943, re application for license renewal.

WCOP, Boston—Granted petition to grant without hearing license renewal.

WEDC, Chicago—Granted license renewal, regular basis.

Stanley G. Boynton, Detroit—Granted authority transmit religious programs to CKLW, Windsor, Ont.

WEMP, Milwaukee—Granted license renewal, regular basis.

WKBV, Richmond, Ind.—Granted authority transfer control from William O. Knox (transferor) to Central Broadcasting Corp. (transferee) for $30,000.

Applications . . .

JULY 3

WKAQ, San Juan, P. R.—Mod. CP, for moving transmitter, studio, for extension completion date to Jan. 26, 1944.

WRUS, Scituate, Mass.—Mod. CP for international station for change in frequencies to 6040, 9700, 11730, 15350, 17750, 21460 kc.. power 50 kw.. change equipment.

JULY 6

WLWK, Cincinnati—License cover CP for new international station.

WKZO, Kalamazoo, Mich.—Vol. assigt. license to John E. Fetzer trading as Fetzer Broadcasting Co. (request of applicant).

JULY 9

NBC, Bound Brook, N. J.—CP for new international broadcast station on 6100, 9670, 11890, 15150, 15190, 17780, 21630 kc., 50 kw., A3 emission.

WAHL, Paducah, Ky.—Mod. license relay station to add Henderson, Ky., to service area; to be used with WSON, WPAD.

Tentative Calendar . . .

KSJB, Jamestown, N. D.—Mod. license for 600 kc., 250 w., unlimited (July 15).

ED WATKINS, studio engineer of WTMA, Charleston, S. C., has joined WCOV, Valdosta, Ga., as chief engineer.

CHARLES E. SEEBECK, Signal Corps Reserve, having completed pre-radar study at State College, Raleigh, N. C., has been assigned to Philco Corp., Philadelphia, for further research. While at Raleigh, Mr. Seebeck was with WRAL and the Tobacco Network, and received his first class operator's license.

HARRY FAULKNER and Noel Hancock were feted last week by the WMT, Cedar Rapids, engineering staff at a farewell party. Faulkner, who came to WMT from RCA Communications last year, is to join the Navy's Radar Division, and Hancock leaves soon for the Radiation Lab. of MIT, Cambridge.

BERNARD F. GOODRICHS, sales manager of WHCU, Ithaca, N. Y., is the father of a girl born June 25.

FCC Vacancy

(*Continued from page 12*)

machinery at the White House. But how that slip developed remains one of Washington's few untold stories.

FCC Chairman James Lawrence Fly denied on last Monday that he played any part in the Payne ouster. On the contrary, he rather strongly inferred that he had supported the Payne condidacy. At a press conference he revealed he had been at the White House July 1—the day the nomination was withdrawn—but flatly denied discussion of the Payne matter. The visit, he said, was off the record and was at the "invitation" of the White House. He did not say whether he talked with the President. That it had to do with the House investigation of the FCC was not denied, since Mr. Fly said it was a matter of "serious import."

"I did not know that day why the nomination had been withdrawn," said Mr. Fly in referring to the Payne matter. "I have since learned something about it. I do not undertake to assign any reasons for the withdrawal of the name. I know I do not know the reasons. I knew nothing about it until I arrived at the White House that morning and the action had been taken."

Asked for a statement on Commissioner Payne's public record, the FCC chairman observed that he had voted "with me and a majority here consecutively, and he had supported most of the policies I had supported."

Another story was that both the Senate and House leadership indicated disapproval of the nomination, in the light of the Cox investigation, and inferred no confirmation would be forthcoming until after that inquiry had been concluded. Moreover, the view was expressed in some quarters that the Senate Interstate Commerce Committee, which must act on nominations to the FCC, might use the Payne reappointment as a springboard for hearings to conduct its own investigation into the FCC.

Yet another report was that Attorney General Biddle had urged withdrawal of the nomination promptly after it was made. The fact that Frank R. McNinch, chairman of the FCC from 1927 until 1939, is a special assistant to the Attorney General dealing with communications matters, was cited to give credence to this report, particularly since he often had been at odds with Mr. Payne during his FCC tenure. Mr. McNinch, however, told BROADCASTING last week that, so far as he was aware, there was no foundation for this report.

That the White House has looked askance upon the Cox inquiry is a fairly well established fact now. It also is recognized that the investigation had some bearing on the decision not to have Mr. Payne serve another seven-year tenure on the Commission. He sided with the Fly majority most of the time.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PROGRESSIVE CONSERVATIVE PARTY OF ONTARIO, Toronto (political), on July 2 for national party leader John Bracken, used 16 Ontario stations, Fri. 8:30-9 p.m. Agency: A. McKim Ltd., Toronto.

Renewal Accounts

BARBARA ANN BAKING Co., Los Angeles (bread), on July 6 renewed for 52 weeks *Pay Day Quiz* on 2 Don Lee Cal. stations (KHJ KFXM), Tues., 8-8:30 p.m. (PWT). Agency: Scholts Adv. Service, Los Angeles.

CHAS. H. PHILLIPS CHEMICAL Co., Glenbrook, Conn. (toothpaste, toothpowder), on Aug. 2 renews *Amanda of Honeymoon Hill* on 41 CBS stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Blackett-Sample-Hummert, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on July 9 renews for 52 weeks *Thanks to the Yanks* on 118 CBS stations, Fri., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield), on June 29 renews for 52 weeks Harry James' orchestra on 119 CBS stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

R. L. WATKINS Co., New York (Dr. Lyon's Toothpowder), on Aug. 2 renews *Second Husband* on 41 CBS stations, Mon., Tues., and Wed., 11:15-11:30 a.m., and Bayer Co., New York (Bayer aspirin) on Aug. 2 renews *Second Husband* on 41 CBS stations, Thurs., and Fri., same time. Agency: Blackett-Sample-Hummert, Chicago.

STERLING PRODUCTS, Ltd., Windsor, Ont. (Bayer aspirin) on July 18 renewed *Album of Familiar Music* on 35 Canadian Broadcasting Corp. stations, Sun. 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE CO., Toronto, on July 1 renewed *Ma Perkins* for Oxydol on 27 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:15-3:30 p.m. Agency: Blackett - Sample - Hummert, Chicago. On July 1 P. & G. renewed *Mary Marlin* for Ivory Snow on 27 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3-3:15 p.m. Agency: Benton & Bowles, N. Y. On July 1 renewed for Ivory *Right to Happiness* on 12 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:45-4 p.m. and *Life Begins Tomorrow* on 3 CBC French stations, Mon. thru Fri. 7:15-7:30 p.m. Agency: Compton Adv., N. Y. On July 1 for Chipso and Camay renewed *Pepper Young's Family* on 27 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:30-3:45 p.m., and *Vie de Famille* on 4 CBC French stations Mon. thru Fri. 11:45-12 noon. Agency: Pedlar & Ryan, N. Y. On July 1 for P. & G Soap and Barsalou renewed *Snow Village* on 17 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:45-4 p.m., and *Quelles Nouvelles* on 3 CBC French stations, 12:15-12:30 p.m. Agency: Compton Adv., N. Y. Renewed for Oxydol on July 1 *Road of Life* on 27 Canadian Broadcasting Corp. stations, Mon. thru Fri. 11-11:15 a.m., and *Rue Principale* on 4 CBC French stations, Mon. thru Fri. 1-1:15 p.m. Agency: Blackett-Sample-Hummert, Chicago.

Network Changes

PROCTER & GAMBLE, Cincinnati, on July 1 shifted *Snow Village* on 72 NBC stations, Mon. thru Fri., 11:30-11:45 a.m., from White Laundry Soap to Ivory Flakes with cut-ins for White Laundry. Agency: Compton Adv., N. Y.

MINNEAPOLIS-HONEYWELL Regulator Co, Minneapolis, on July 28 discontinues *John Freedom* every fourth Wednesday, 9-9:30 p.m., on 147 BLUE stations. Agency: Addison, Lewis & Assoc., Minneapolis.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on July 9 shifted *Thanks to the Yanks* on 117 CBS stations from Sat., 7:30-8 p.m. to Fri., 10-10:45 p.m., replacing *Camel Comedy Caravan*. Agency: William Esty & Co., N. Y.

SERUTAN Co., Jersey City (Health-aids), on July 11 adds for 12 weeks, 6 Don Lee Pacific stations (KHJ KFRC KGB KALE KMO KOL), to A. L. Alexander's *Mediation Board* on MBS stations, Sun., 5-5:45 p.m. (PWT) Agency: Raymond Spector Co., N. Y.

Speed-Up Effected By News Services

PA and UP Now Transmitting 60 Words Per Minute

IN ACCORDANCE with recent announcements by both Associated Press and United Press of plans to speed up their respective radio news wire services, both news-gathering associations last week revealed that changes necessary for high-speed circuits have been effected and are now in operation.

All New York and New England affiliates of Press Assn., radio subsidiary of AP, began to receive the increased volume of AP radio news effective July 7, the conversion from 40 to 60 word-per-minute sending speed being accomplished in the early morning hours to keep from impeding the service as little as possible.

Soon Nationwide

In commenting on the speed-up, Oliver Gramling, assistant general manager of PA, stated: "It is our present intention that the entire nationwide circuit will be operating on the 60-word-per-minute basis before many days have pasesd. We would like to express our appreciation to affiliated radio stations for their splendid cooperation during the trying switch over period."

UP's changeover of transmission facilities to 60 words-per-minute was accomplished early last Sunday morning between midnight and 5 a.m. (July 11) on a complete coast-to-coast basis, according to the announcement by A. F. Harrison, radio sales manager of UP.

"This is the greatest forward step we have made since the inauguration of our transcontinental radio wire," he said. "It means we now are able to expand our feature service as well as our national and regional service to the more than 500 stations served by UP."

With speeding up of the radio news wire, UP announced the addition of two features to its service. One is a five-minute personality and biographical sketch of world leaders titled "Names in the News" and slated for presentation six days weekly, effective July 12. The other is a Sunday six-week feature on food preservation and canning titled "Canning For Victory", the first script of which was carried July 11.

POOR RICHARD CLUB, Philadelphia, plans a series of 35 advertising forums during the coming year, covering newspapers, magazines, radio and principal advertising groups.

EMERSON DRUG CO., Baltimore (Bromo Seltzer), on July 19 adds 43 CBS stations to *Vox Pop*, making a total of 117 CBS stations, Mon., 8-8:30 p.m., and on July 2 renews program for 52 weeks. Agency: Ruthrauff & Ryan, N. Y.

BARBASOL Co., Indianapolis (shaving cream), on July 4 expanded *Gabriel Heatter*, Sun., 5:45-6 p.m. (PWT), as R. B. Semler Inc., New York (Kreml) on July 5, Mon., Wed., Fri., 6-6:15 p.m. (PWT), and Zonite Products Corp., New York (Forhan's toothpaste), on July 6 Tues., Thurs., 6-6:15 p.m. (PWT), from 8 to 33 Don Lee Pacific stations. Agency: Erwin, Wasey & Co., N. Y.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

First or Second Class Operator—With announcing experience. Rocky Mountain Station. Box 808, BROADCASTING.

Wanted in Broadcast Station, Miami, Florida—First class engineer; must be capable of installing and maintaining 5 kw equipment; either Western Electric or RCA. Must have good references and be draft exempt. Give all details relative background, salary in first letter. Box 809, BROADCASTING.

Engineer—First class radio telephone license, draft deferred. In Southwest. Pay up to $50 weekly. Address Box 815, BROADCASTING.

Announcer—For important job in progressive station. Want man we can promote into outstanding popularity. Man we want desires change to permanent job where working conditions are ideal. He has natural wit and gift of gab. Send transcription. Our salary scale fixed so state your salary requirements first letter to save our time. BLUE and MBS. WGAC, Augusta, Georgia.

Announcer—Permanent position with 5 kw regional network station for draft deferred, experienced man. Box 832, BROADCASTING.

Announcer—Good pay, good working conditions. Wire or write Jack Rathbun, WJHP, Jacksonville, Florida.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permanent career positions with 50,000 watt station in South. Excellent opportunity for right men. Applications held in confidence. Give full details first letter to Box 822, BROADCASTING.

Salesmen—Good station with growing business, good organization, good volume of established business. Contact J. M. Smedley, Commercial Manager, WCMI, Ashland, Kentucky.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 833, BROADCASTING.

ANNOUNCER—Permanent staff position. $65.00 48-hour week. Want good commercial man. State draft status, experience, availability. Write W-I-N-D, Gary, Indiana.

Situations Wanted

Announcer-Producer—51. Theatrical background. Conscientious, intelligent. Job can include presentation of own daytime serial. Sponsored by national advertisers, program is homey quixotic family story acted and written by myself and wife. Box 836, BROADCASTING.

Executive—Experienced all phases station operation. Programming, production, general managerial 250w, 5000w, 50,000w. Draft status 3A, father. East, South or Southeast preferred. Available August 1. Box 829, BROADCASTING.

Announcer-Producer—Network affiliate experience. Draft deferred. Available now. Wire Box 834, BROADCASTING.

Technical Supervisor—Now employed 10KW midwest station desires permanent connection on West Coast. 20 years in radio including 50kw. experience. Qualified chief engineer, studio supervisor or transmitter supervisor. Married, one child, Class 3A. Box 827, BROADCASTING.

EXPERIENCED NEWSMAN—Program director desires permanent position in California. Box 817, BROADCASTING.

Situations Wanted (Cont'd)

Five Years' Experience—Married, two children. Am news editor recognized station. Good in play-by-play sports, staff announcing. Prefer special news shows or program director position. Prefer midwest. Will take south or west. Present salary sixty per week. Reason for leaving personal. Box 825, BROADCASTING.

SPORTSCASTER—Fully experienced. Major league play-by-play baseball, football, basketball, etc. Now handling all sports at metropolitan net affiliate. 4F draft status. College graduate. Family. Nothing under $75 week considered. Box 821, BROADCASTING.

Ambitious, Alert Young Man—With radio and stage acting experience able to write and capable of drama direction desires position as announcer with progressive radio station. Can type, take shorthand, accept responsibility. Married, 4F. Box 819, BROADCASTING.

MIDWESTERN COLORED BOY—With excellent voice wants job either announcing or operating. Third grade license. Draft 4F. Available at once. Box 830, BROADCASTING.

Announcer—Ready August 1. Graduate, NBC - Northwestern University Summer Radio Institute. Majored in announcing, newscasting, control room technique. Preparation qualifies me to work on small station. Draft exempt. Locate anywhere, excellent references. Box 818, BROADCASTING.

RADIO REPS—Attention—Sales executive seeking connection with live wire rep organization. 38, draft exempt, excellent record. Box 838, BROADCASTING.

MANAGER—Especially interested in station with problem. Eleven years radio, five in theatre. Responsible family man. Thoroughly experienced all phases station operation—and evidence to prove it. Box 816, BROADCASTING.

Newscaster—On 50,000 watt station. Newspaper background, B.J. degree, good writer, all-around air, program experience. 3A, father with one of last order numbers. Executive calibre. Desires permanency in stable, congenial organization. Available after fair notice. Box 810, BROADCASTING.

Available at Once—Top notch announcer with 15 years' successful newscasting producing and general major station experience. Executive ability. 41 years of age. Wire Box 807, BROADCASTING.

Experienced Continuity Editor-Writer—Who can write copy that sells. Now available. 4F. Can also handle news, sports publicity. Box 835, BROADCASTING.

Announcer-Program Director—Prefer West Coast. Thoroughly experienced writing and producing. News, commercials, some sports. Deferred. Box 813, BROADCASTING.

Engineer—With first class ticket, ability as chief, wants situation. Available inside 30 days. Minimum $65 00 unclassified. Box 828, BROADCASTING.

Wanted to Buy

Radio Station—Full or part ownership. Replies confidential. Send full particulars. Box 824, BROADCASTING.

5kw or 1 kw Transmitter—We are also interested in balance equipment necessary for complete station. Apply Box 812, BROADCASTING.

250 Watt Broadcast Transmitter—Any make, must be in good condition. Box 811, BROADCASTING.

Wanted to Buy (Cont'd)

$50.00 Reward—For information that will lead to purchase of major or minor interest in Southern station. Purchaser has twenty years' radio-newspaper experience and cash. Box 837, BROADCASTING.

Minority Interest—In radio station. Box 823, BROADCASTING.

Station Owner and Operator—Wishes to purchase outright station in Florida. Give asking price and income and expense statement for 1942. Replies confidential. Box 831, BROADCASTING.

For Sale

Doolittle Radio Frequency Monitor—Model FD-8. Suitable for Crystal Grinding. Used only two weeks. Box 826, BROADCASTING.

250-Watt Radio Station—In one of busiest towns in the southwest. Write Box 814, BROADCASTING.

Miscellaneous

Financing Wanted—Broadcasting executive owning half interest in profitable Pacific Coast regional has opportunity to purchase balance of stock. Desires to contact party willing to finance. Box 820, BROADCASTING.

Sales Promotion Manager

50,000 Watt NBC Affiliated Station in a major market has opening for a high caliber man to take complete charge of sales promotion activities. Please furnish complete application stating your qualifications and experience and include a recent photograph. This is a job with a real future for the right man. Address

BOX 839, BROADCASTING

27 DIVERS' TALKIES

Built for Navy in Off Time By WTMJ Technicians

TWENTY-SEVEN portable talkie sets for divers have been built by technicians of WTMJ, Milwaukee, for the U. S. Navy. Most of the work was done by the station engineers in their own time, mainly at night. Daniel W. Gellerup, technical supervisor of WTMJ, explains that the Navy wanted something that could be rushed to the scene of a disaster and used immediately, and which would not have to be slung around a diver's neck. When the outfit had been designed it turned out to be a compact affair that weighs 25 lbs., operated by 6-volt storage batteries. One speaker is in the diver's helmet and another amplifier is located above the surface. Both are used also as microphones, and each surface amplifier handles talk with two divers.

NBC Transcription Purchasers

NBC's Radio-Recording Department has announced that *The Name You Will Remember* has been signed for sponsorship on WFDF, KGNC, WHIO, WFLA. The series has been renewed by WHDH, WFEA and WSYR. New subscribers include: *Getting the Most Out of Life Today* on WCHS; *Betty and Bob* on WBRE, WMOB and KOME; and *Carson Robison and His Buckaroos* on WGBI. New purchasers for *Let's Take a Look In Your Mirror* are WFLA and New Zealand clients. Signing for *Hollywood Headliners* are KTUL, WSON and WFBM; and for *Five Minute Mysteries* KFSD and WCOL.

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Munsey Bldg. • Republic 2347

New Solutions in the Works For OWI Program Clearance

Radio Bureau to Expand Station Relations Work; Broadcasters Resume Channeling

EXPANSION of station relations activities of the OWI Radio Bureau was under study in Washington last week as the solution to the problem of program clearance on the local level, major headache resulting from the shut-down of all OWI domestic field operations. In view of the extensive Congressional trimming of the domestic branch budget, however, authorities admitted that the expanded station relations staff would need outside help.

Granted only $2,750,000 to do the job it wanted $8,800,000 to handle, the domestic branch spent last week paring its payroll and curtailing non-critical functions. In addition to discontinuing the field service, OWI let out all but four writers in its publications section, all but abolished Lowell Mellett's motion picture bureau, and was reported to have released over half the staff of the domestic branch.

'Parade' Cancelled

On the radio front, Don Stauffer, chief of the Radio Bureau, announced Tuesday that the revamped *Uncle Sam* series, scheduled for release next month as the *Victory Parade* series on a sustaining basis, had been cancelled due to budget limitations. This series, which was to star top-notch talent and to follow the format of leading shows, had already been endorsed by agencies and sponsors concerned, Mr. Stauffer said.

In addition to cancellation of the *Victory Parade* series, Mr. Stauffer said the only program transcriptions which will be made in the future will be those covering particular regional problems. These will be sent to stations as the need arises.

Despite the keynote of curtailment, however, Mr. Stauffer said the Radio Bureau would continue to send the transcribed spot announcements covering war information needs to every local station from Washington.

The expanded station relations staff, for which plans will be completed within the next week, will function under John D. Hymes, Foote, Cone & Belding timebuyer, now chief of station relations. The size of the new organization has not yet been determined, but it is expected that it will have sufficient personnel to handle the most pressing clearance problems. At best, however, Radio Bureau officials admit the new unit will be only a skeleton operation compared with the field offices that until now have been responsible for clearing programs on the local level. As a result, it is expected that the radio industry will be asked to supply volunteer support, and that regional consultants will take a more active part in operations.

Broadcasters had already begun to act last week to protect themselves against time demands from the 32-odd government agencies in the field. The Southern California Broadcasters Assn., Los Angeles, resumed channeling of all war messages in that area, a function that had been discontinued in February with the advent of the OWI regional domestic radio bureau.

Clearance Plan

According to the arrangement in Los Angeles, all requests for sustaining time on the 29 Southern California member stations must clear through Mrs. Ethel Bell, radio coordinator of SCBA. It is anticipated that this procedure will eliminate pressure upon station managers.

E. Palmer Hoyt, new director of the domestic branch, began his operations last week by announcing that OWI would call in a committee of newspaper publishers, radio station managers, and leaders of other media for advice from time to time. The newspaper committee, including several sharp critics of OWI, was named immediately, but the radio committee has not been selected. It is understood that Mr. Hoyt will discuss the Radio committee with Mr. Stauffer this week.

Mr. Hoyt, who is on leave as editor and publisher of The *Portland Oregonian* (KGW-KEX), named the following to the newspaper committee: Roy Roberts, managing editor, the *Kansas City Star* (WDAF); Laurence L. Winship, managing editor, the *Boston Globe;* George W. Healy Jr., managing editor, the New Orleans *Times Picayune;* Paul Bellamy, (WHK-WCLE) editor Cleveland *Plain Dealer;* Mark Ethridge, editor and publisher, the Louisville *Courier-Journal* (WHAS); Gardner Cowles Jr., former chief of the domestic branch, and editor and publisher of the Des Moines *Register-Tribune* (KSO-KRNT, Des Moines; WMT Cedar Rapids; WNAX, Yankton); Fred Gaertner Jr., managing editor, the *Detroit News* (WWS); Wilbur Forrest, assistant editor, the *New York Herald Tribune;* H. P. Paulson, editor, the *Fargo Forum.*

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI. It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

OCD Blackout Rules

THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Refreshers

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that its provisions be reviewed by all station staffs on an organized basis.

Drawn for BROADCASTING by Sid Hix

"We've Got a Woman-Power Shortage—Our Telephone Girl Joined the Wacs, and Our School Director Joined the Waves!"

Blackout Hookup Contrary to Cod

Censorship Action Stops N Project in Pennsylvania

A PENNSYLVANIA statewi practice blackout scheduled f 10:30 p.m. July 8 was called because the Office of Censorsh objected.

Arrangements had been m for a network of 45 stations in State to broadcast detailed structions on the red, blue and clear signals and the State Cou of Defense had urged all reside to listen to the broadcast.

The experiment was origina approved by the Army's Thi Service Command. However, Army, on July 6, withdrew its p mission at the suggestion of Office of Censorship when att tion was called to a section of Censorship Code dealing with bla outs.

Speedy Officials

J. Harold Ryan, Assistant Di tor of Censorship, in charge of broadcasting division, praised alacrity with which state and tional defense officials cancelled blackout after the conflict with code's request had been emphas

"Naturally we hated to see entire blackout postponed bec of the broadcasting angle, but cooperation of the civilian def officials, the military and the bro casters who planned to carry feature is a high tribute, we f to the voluntary system of cen ship," he declared.

Mr. Ryan said this was the t instance in which the Office of C sorship had advised against broadcast of material durin blackout or simulated air raid w would not be broadcast durin actual air raid.

"We believe our reasons for policy are sufficient," he said listeners learned to depend their stations for help during air raids and then not hear should an actual raid occur, may result. We don't want th happen here. Doubtless the e does."

Mr. Ryan asked that all st managers measure blackouts simulated air raid programs fully against section 2-E o Code before accepting them said the Office of Civilian De already had issued orders to regional offices not to employ in any capacity that would c with the section.

Adams to WHEC

WILLIAM J. ADAMS has appointed program director news editor of WHEC, Roc N. Y., according to Gunn Wiig, general manager. Mr. was a writer and announc WHEC from 1930 to 1933, w resigned on account of ill He has been program direct news editor of WCHS, Char W. Va., and the West Virgin work since January, 1940.

Speaking of Pick-ups . . .

A *pick-up* in population, retail business or industrial activity has become hackneyed talk these days. While Kansas City is no exception, with *pick-ups* so great that definite figures are military secrets, the compelling trend from an advertising cost standpoint is the constantly decreasing per listener rate of KMBC. There are now many more potential listeners to *pick-up* KMBC programs and personalities—and it's such personalities as Walt Lochman, America's best known local sportscaster, who maintain KMBC's dominance in the "Heart of America."

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION SERVING MISSOURI AND KANSAS